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DETROIT

# Automotive Daily News

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TIRES

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ACCESSORIES

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## HUDSON-ESSEX PRICES CUT FOR 5TH TIME IN 1925

Greatest Decrease This Time Is in Hudson Models

Special from A. D. N. Detroit Bureau

DETROIT, Oct. 21.—For the fifth time in 1925 the Hudson Motor Car Company announces a reduction in price. The greatest decrease is shown in Hudson models. The Hudson coach is reduced \$30, to \$1,165. The Hudson 7-passenger sedan is reduced \$45, to \$1,650, and the Hudson brougham is reduced \$45, to \$1,450.

The Essex Coach has been reduced \$30, to \$765. Prices quoted are those at the factory.

Total reductions on the line since January 1 are as follows:

Hudson Coach, \$180; Hudson Seven passenger Sedan, \$245; Hudson Brougham, \$415; Essex Coach, \$130.

## Excise Tax Repeal Urged by Couzens

DETROIT, Oct. 21.—"I do not believe there is going to be a corporal's guard in the next session of Congress opposed to the repeal of the 5 per cent. excise tax on automobiles," Senator James Couzens of Michigan told several hundred members of the Flint Chamber of Commerce in a speech Tuesday noon. "The automobile industry is the paramount industry in the country."

"I'll do my best to see it repealed," said the senator. His assertions were made during a speech on Federal taxation.

RAPPED BY COPELAND  
Albany, Ga., Oct. 21.—Senator Royal S. Copeland of New York believes that Congress will pass a law removing the amusement and automobile tax, exempt taxes on incomes up to \$5,000, and also give relief to the big taxpayer, he said here yesterday.

DISPLAY advertising of these manufacturers will be found regularly on the pages of the Automotive Daily News:

Automotive Rotary Lift  
Buick  
Byrne Kingston  
Chevrolet  
Continental Motors  
Flint  
Hewitt Rubber  
Hupmobile  
J. H. Newmark, Inc.  
Kellogg Mfg. Co.  
Locomobile  
Oakland  
Pierce-Arrow  
Rawlings Company  
Rickenbacker  
Star  
USL  
William L. Rowe, Inc.  
Wills Sainte Claire  
Wisconsin Parts  
Wise Industries

## Planning to Double Paige Output in 1926 Schedule

Special from A. D. N. Detroit Bureau

Detroit, Oct. 21.—Production of twice as many Paige cars as in 1925 and 50 per cent. more Jewetts is the 1926 plan of the Paige-Detroit Motor Car Company, according to H. M. Jewett, the president.

In August and September the company's production doubled the figures for these two months last year. Mr. Jewett says that the demand will continue brisk for the remainder of 1925, and that 1926 will be a big year for the automobile industry.

## OTHER COMPANIES JUMP TIRE PRICE

New York, Oct. 21.—Advances in price approximating between 15 per cent. and 20 per cent. have been announced by the

Hewitt Rubber Company, Eastern district, New York, on all its tires and tubes. All present tire and tube lists of the company were withdrawn Saturday, and new price lists are now in preparation and will be issued very shortly.

A statement by the company reads: "This change in prices is due to the increasing costs of crude rubber. During the last few weeks the crude rubber market has been advancing steadily, and shows no signs of breaking. There apparently is no immediate hope of lower price levels."

"With the issue of new price sheets there will be some changes and additions to our line which will be of interest to all of our distributors."

"Several important developments have been under way for the last year, which are now completed. The result will be a broader, more complete and finer line of Hewitt tires than has ever before been offered."

New York, Oct. 21.—Lee Tire and Rubber Corporation has advanced pneumatic tires 15 per cent., solid tires 10 per cent. and tubes 20 per cent.

Trenton, N. J., Oct. 21.—Another increase in the price of tires was placed into effect last Friday by several of the manufacturers here. The last increase was 15 per cent. and makes the fifth increase by some concerns here since last May. With peak prices prevailing, retail dealers report no decrease in business.

The Hamilton Rubber Manufacturing Company, which recently purchased the tire and tube output of the Victor Rubber Company, Springfield, O., and the Combination Rubber Manufacturing Company, manufacturers of Viking tires, are now operating overtime.

San Francisco, Oct. 21 (U. T. P. S.)—With one exception tire distributors in San Francisco have announced increases in prices of tire and tubes of 15 to 20 per cent.

A few retail dealers are advertising the new prices. Dealers who expect to continue the old prices until present stocks are depleted report a marked increase in sales this week.

WAYS AND MEANS COMMITTEE. Congressional group before representatives of automotive bodies, will make their appeal this week for the repeal of the excise tax on automobiles. Secretary Mellon is seen here in the foreground, discussing tax reductions last Monday.



International Newsreel Photo.

## Reeves Sees Big Production Gain

Special from A. D. N. Detroit Bureau

Detroit, Oct. 21.—Production of automobiles in 1925 will probably be 4,200,000, according to the prediction of Alfred Reeves, manager of the National Automobile Chamber of Commerce, in Detroit yesterday on one of his periodical visits.

This estimate is in line with the figures published by the Automotive Daily News October 12.

Mr. Reeves also predicts that the war tax on autos will be repealed. "The motor public," he says, "is asking for the repeal, and I believe that Congress will see the justice of its request."

## H. T. EWALD INVITES A. A. A. TO DETROIT

Special from A. D. N. Detroit Bureau

Detroit, Oct. 21.—H. T. Ewald, president of Campbell-Ewald Co., was elected for a three-year term as member-at-large of the executive committee, American Association of Advertising Agencies, at the annual meeting in New York. An informal invitation to the A. A. A., through whose members is placed an annual advertising expenditure estimated at \$500,000,000, was tendered to Mr. Ewald, to hold its next annual meeting in Detroit.

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## ANTI-EXCISE TAX FORCES TO PRESS FIGHT SATURDAY

Undaunted by Mellon's Stand, to Demand Complete Repeal

By FRANCIS P. DAILY

WASHINGTON, Oct. 21.—Undaunted by the expressed opinion of Secretary of the Treasury Mellon in opposing complete repeal of the automotive excise taxes that automobiles using the Federal highways "certainly ought to be made to pay their way," representatives of every branch of the industry are expected to appear before the House Ways and Means Committee for hearings beginning Saturday with impressive arguments in favor of lifting the burden of \$125,000,000 from the automobile buyers of the country.

At the first session which the committee will devote to automobile excise taxes, George T. Graham of the National Automobile Chamber of Commerce; Ernest N. Smith, American Automobile Association; E. P. Chalfant, Motor Accessories Manufacturers' Association, and W. K. Laidlaw, Automobile Body Builders' Association, will offer arguments in support of the repeal of the entire automotive tax schedule instead of a \$35,000,000 reduction as advocated by Secretary Mellon.

The impression prevails among members of the House committee that a satisfactory adjustment of the automotive tax schedule eventually will be worked out, contingent, of course, upon the outcome of the hearings on income, surtax and corporation tax schedules, it being the desire of the Treasury Department to keep the total revenue of the country within approximate range of the nation's annual expenditures.

In other words, while the automotive tax is of vital concern to millions of motor car owners and manufacturers and distributors, the House committee considers it only a small integral part of the whole scheme of tax reduction to be enacted at the coming session of Congress.

It was pointed out today that while Secretary Mellon evidently is sincere in his opinion that motorists should help maintain the country's highways, he has not reckoned with the fact that Federal taxes contributed by automobile owners since 1918, have far exceeded the total amount expended by the Department of Agriculture for the building and improvement of roads, while at the same time automobile owners in many states for the last five years have paid gasoline and personal property taxes.

New passenger car registrations throughout the country, compiled for the week and month, will be found on Pages 6 and 7 of this issue.

## BRITISH PLEASED WITH AUTO SHOW

Convinced by Exhibit  
England Well Up  
In Industry

LONDON, Oct. 21 (U. T. P. S.)—The new automobile season opened here with the annual show at Olympia.

The show was particularly important this year because there was not the usual automobile exhibition in Paris. As usual, it was fully international. Of the 800 autos shown about half were British, the rest American, Canadian, French, Italian and Belgian, with a few from other continental countries, Germany excepted. German makes were excluded from participation. Many people considered this to be a tactical error because the German industry is reported to be making considerable strides.

Among the American autos were numbered the following makes: Studebaker, Hupmobile, Packard, Hudson, Paige-Jewett, Buick, Moon, Diana, Reo, Chandler, Marmon, Rollin, Kissel, Chevrolet, Dodge, Oakland, Oldsmobile, Overland and Willys-Knight. A feature of the show was that the cheaper American cars were not so prominent as the more highly priced ones of "family" type. Presumably, the reason for the falling off in this direction was partly the tremendous advance made by British light car makers and partly the re-imposed import duty.

There were no startling novelties to be seen. The keynote of the show was better value than ever at lower prices, though, of course, there was a vast choice of exhibits, ranging from a three-seater at a little less than \$750, to a Rolls-Royce at more than \$15,000. The main price reductions were in the lighter autos; they were quite substantial in a few good cases and remarkable value was offered for the money.

The great feature of the show was the range of light auto models. In this section, prices were about 7 to 10 per cent. less than they were at last year's show. In the more medium-priced class of British autos there was no marked tendency to reduce prices much, though certainly better value was offered all round. Some of the more notable makes of British chassis still cost twice the price they did before the war. Generally, the better class of continental European auto is more expensive still than the corresponding British type. This is presumably due to the import duty.

A study of the different makes revealed certain characteristics. For instance, this was the first show at which braking on all four wheels was standard. Then again, four-speed gear boxes were fitted in a great many cases.

The show left the impression on the visitor that the British industry is now standing up well to competition from every quarter. It is certain that the re-imposition of the former import duty on imported autos last July has been of great help to it. What is more, British manufacturers are increasing their export of autos.

It is impossible to state with any degree of precision what the output of autos by the British industry was last year. However, the number of vehicles exported is estimated to have been about 10 per cent. of the production. This year the export figures are working out still better and the percentage will be considerably increased. Manufacturers have been able to find markets for their autos in countries where they least expected to and are looking forward to the time—probably not far distant—when they will be able to export 30 per cent. of a production considerably increased over that of today.

**DIXIE HIGHWAY FATHERS.** This group sponsored the movement which resulted in the construction of the Dixie Highway from Sault Ste. Marie, Mich., to Miami, Fla., which was dedicated recently. They are (left to right) Judge M. M. Allison, president, Dixie Highway Association; J. Stacy Hill, vice-chairman, D. H. A.; Nathan Bachman, former judge, Tennessee Supreme Court, and John E. Lovell, vice-president, D. H. A.



## Judge Raps Theft Of Taxicab Colors

New York, Oct. 21.—Another slap at fly-by-night taxicab concerns which imitate or adopt color schemes of successful competitors has been administered by Judge Levy in the Supreme Court of New York in a decision just handed down. In the opinion given by the judge, the color plan is the personal property and asset of the company originating it and for any other concern to adopt such color plan is equivalent to theft.

An injunction has been granted in favor of the Luxor Cab Manufacturing Company against the Leading Cab Company and some twenty-five individual operators of these vehicles. This is a very important decision, as it is a test case, and its outcome has been awaited with great interest by manufacturers and operators.

Whether a color can be regarded as property has long been the subject of legal controversy. This all-important question has been settled in the courts with reference to package goods, but in the case of moving vehicles this issue becomes of even greater importance because a patron cannot stop to examine a taxicab as he does a package, particularly at night. A concern which has built up a large business because of low rates and good service is at the mercy of a competitor who wilfully imitates the colors of the successful vehicle.

The opinion of Justice Levy, therefore, that the characteristic cream, yellow and black, separated by red stripings, is the prior property of the Luxor cabs and that they are entitled to its exclusive use, settles an important controversy.

## Discuss Leading Motor Subjects

Special from A. D. N. Washington Bureau

Washington, Oct. 22.—Ways to benefit jointly the automobile owning public and the man who is engaged in any branch of the automotive industry were discussed by speakers at the National Automobile Congress held here today under auspices of the Washington Automotive Trade Association.

Speakers suggested improvements in sales management, expansion according to detailed study of local conditions and more economical handling of used cars as the avenues through which business success may be attained. The meeting was arranged jointly by the National Automobile Dealers' Association and the National Automobile Chamber of Commerce in co-operation with the local dealers' organization.

There were four speakers who have been engaged in studying the chief problems of the trade for the National Automobile Dealers' Association.

C. A. Vane, general manager of the N. A. D. A., discussed the trend and development of merchandising methods.

## Bert Dingley Joins Stutz Organization

Indianapolis, Ind., Oct. 21.—Frederick E. Moskovics, president of the Stutz Motor Car Company of America, has announced the appointment of Bert Dingley, widely known in automobile circles as service manager for the Stutz organization. Mr. Dingley was inter-

nationally known as a racing driver from 1904 to 1914, when he held many championships in Europe and America, and he was one of the leading drivers in the old days of the Gordon Bennett and Vanderbilt races. In commenting on the appointment, Mr. Moskovics said:

"We believe we are particularly fortunate in securing Bert Dingley to take care of the problems of Stutz service for owners. I have known Mr. Dingley for many years, even before the time he became known as one of the most expert builders of racing cars, as well as a driver, whose victories placed him ever at the top of the automobile hall of fame. It was considerably over twenty years ago when Bert Dingley started giving service on automobiles and his entrance into the ranks of racing drivers came only after he knew intimately every part of a car in racing was largely due to this intimate knowledge of a car's construction and operation.

"Mr. Dingley's experience in building racing cars from the days of the old Pope-Toledo, Chalmers, Simplex and Thomas-Detroit, was supplemented by production experience during the war in the Bureau of Aircraft during the production of the famous Liberty engines. He has had charge of inspection work on body and chassis building, painting and testing in some of the leading automobile plants in the country."

## ILLINOIS CENTRAL'S NEW MOTOR CARS CUT COSTS

Chicago, Oct. 21.—Illinois Central's new motor cars for suburban service, the first of which has been turned out by the Pullman car works, will save in yearly operating cost about \$250 each through reduced current consumption, due to reduction of 7,500 pounds weight obtained by the use of aluminum for many parts instead of steel.

Direct current will be supplied through one pantograph, with another in reserve, at a voltage of 1,500. Trains will be made up of several two-car units consisting of one motor car and a trailer semi-permanently coupled together. Both motor car and trailer will be 72 feet 2 inches between coupler faces and will seat eighty-four passengers each.

## OIL MEN HOLD ANNUAL MEETING

All Companies Represented at Chicago Gathering

CHICAGO, Oct. 21.—The American Oil Men's Association convention opened here yesterday at the Hotel Congress with representatives from practically all large oil firms and allied industries attending.

The convention was opened by Mayor William E. Dever, who delivered an address of welcome. In his address the mayor spoke of the phenomenal growth of the oil industry, its progressiveness and its relation to other lines of industry, particularly the automotive field.

"In considering the importance of this industry we must not lose sight of its effect on other lines of industrial and business activity," the mayor said, "particularly the motor field. With the tremendous increase in the use of motor cars, gasoline driven machines, and the rapid development of transportation by motor, the oil industry must necessarily be considered, with particular reference to the production of gasoline and crude oils.

"In fact, it becomes harder each day to disassociate in the minds of a great number of people the automotive industry and the oil industry," he said. The mayor also stated that no other industries had shown a more progressive spirit and rapid development than these two.

Other speakers who will address the convention on phases of the oil industry are T. A. Boyd of the General Motors Research Corporation and Theodore Beck of the Pierce Petroleum Corporation, who will speak today on "Lubrication."

## TAX LAW ENFORCED ON BUS OPERATORS

Boise, Idaho, Oct. 21.—Boise Stage Line operators delinquent in payment of the state tax received an ultimatum from F. A. Jeter, commissioner of law enforcement, that they must either pay the tax immediately or stop operating.

Permits of the delinquents were canceled and operators were given until 5 o'clock last Monday afternoon to pay. Those that did had their licenses restored.

Constitutionality of the law is now being tested in the Federal courts.

## RULES ON TAXATION

San Francisco, Oct. 21 (U. T. P. S.)—U. S. Webb, state attorney general, has announced an opinion that workmen who carry tools in a box on their cars do not have to pay the state tax for cars "designed primarily for the transportation of property."

## Commercial Car Sales In Michigan Show Gain

Special from A. D. N. Detroit Bureau

Detroit, Oct. 21.—Sales of commercial cars and trucks in the Detroit district to date this year show a substantial increase over 1924. In several instances the increase runs as high as 60 per cent., while the average is 40 per cent.

September was the largest month of the year for heavy duty truck sales, while the lighter commercial cars have been holding slightly below the record figures for monthly sales reached earlier in the year.

Distributors of heavy duty trucks report a large increase in sales to contractors, activity in building in this district during 1925, being reflected in the demand for these vehicles.

## AMERICAN AUTO OUTPUT GREAT

United States and Canada Overshadow Rest of World

WASHINGTON, Oct. 21.—From a volume standpoint, the production of automobiles in the United States and Canada taken together stands alone when attempts at comparison with the other producing countries of the world are made, according to the automotive division of the Department of Commerce.

Collectively these other countries do not produce a tenth as many cars and trucks as come annually from American factories. Figures bear out this statement when it is shown that during 1924 there were 3,640,108 cars and trucks produced in American factories, in contrast with an estimated output of only 330,000 for the leading European producing nations of Great Britain, France, Italy and Germany.

Even were reliable production data available for the less important producing countries of Belgium, Austria, Czechoslovakia, Spain, Switzerland and Sweden, it is within reason to believe that the resultant total for all of Europe would not exceed 350,000 units. This is the present situation as regards the comparative volume of American and European automobile production.

Export figures for the different European automobile producing countries are so dissimilarly classified as to make direct comparison with the United States and Canada difficult.

However, on an approximate basis of grouping passenger and trucks, exports of the United States and Canada, with trade between them deducted, during 1924 amounted to 224,851 units as compared with a combined total of 84,961 for Great Britain, France, Italy and Germany.

This difference of something less than 3 to 1 in favor of American exports contrasts with the much greater disparity of 11 to 1 between the relative production totals of the two comparative groups and suggests greater relative export activity on the part of European producers.

For a truer index of our American automobile export trade, foreign assemblies should be considered along with regular exports. These, amounting to 142,346 units in 1924, when added to exports, give a figure more than four times that of the above European exports. But in spite of this inclusion of foreign assemblies in the total of American automobile exports, the significance of European export figures still stands out.

Detroit has become the terminal center for trucking companies operating fleets to several cities in Michigan and Ohio. Schedule trips are now being made between Detroit and Flint, Saginaw, Lansing, Jackson, Toledo and Cleveland, among other cities.

Though there has been a good demand for trucks from these transportation companies it is predicted that this mode of transportation is still in its infancy. Manufacturers of trucks in Detroit district are operating on high schedules. Sales for the year are reported greatly in excess of the same period in 1924, and indications are that manufacturing operations for the year will show a new high record.

## DEALERS DISCUSS TIME PAYMENTS

### Variety of Ideas Reported From Various Sections

THIS is the second of a series of stories giving expressions of leaders in all parts of the country on further extension of time in which automobiles may be paid for.

**CEDAR RAPIDS, Ia., Oct. 21.**—“The time payment must stay if low-priced cars are to be sold.” That is the opinion of both G. O. Fletcher of the Rapids Chevrolet Company and Perry Rude of the Rude Motor Company, Ford dealers. The local ratio of time payments on car sales is about 80 per cent. on the Chevrolet and 50 to 60 per cent. on the Ford. The time payments are pretty evenly divided between the seven, twelve and sixteen month periods, with all of them needed, according to the local dealers most interested.

“The care which has been given to the question of financing the purchase of automobiles by the manufacturer and the sales agent is responsible for the really fine condition of the automobile market. Take away the finance plans that are now existent and the automobile field would die,” is the verdict of Mr. Fletcher.

“The real needed change is the reduction of the cost of the financing to the buyer, which now places a penalty upon him,” is the way Perry Rude summed up the situation. “Even on the high-priced car I believe time payments would stimulate sales.”

#### PROTEST EXTENSION

**Cohoes, N. Y., Oct. 21.**—Prominent automobile dealers of this city do not favor any further extension of weekly payments on automobiles. Several dealers voiced the opinion that the present period of twelve months is a little too long and a shorter time limit would be more to their liking. They do not feel that a longer time payment period would have any general effect on the sale of high priced cars or used cars. Dealers estimate that in about 5 per cent. of sales of used cars are turned in as first payment for latest models.

One dealer when interviewed said that the sale of cars depends to a large extent on business conditions in local mills. As matters now stand practically all mills are running full time and consequently, he said, these conditions are reflected in the sale of automobiles. He estimates that about forty per cent. of the mill help are owners of automobiles, with many of the cars being paid for with a certain initial payment and a small sum deducted weekly for several months from the pay envelope.

With good conditions prevailing in all branches of industry here local dealers are of the opinion that 1926 will be a banner year as regards sales of automobiles of all types.

#### IN DISFAVOR HERE

**Beaver, Pa., Oct. 21.**—Automobile dealers of Beaver county, Pa., strongly disfavor the extension of time payments on automobiles over a period of more than twelve months, declaring that such a practice would result in a very unhealthy condition of affairs. “Yes, it would increase business for the time being,” declared W. E. Mengel, president of the Automobile Merchants of Beaver Valley, “but it would be a very hazardous increase. If the automobile business of today cannot stand on its own legs, without such unusual financial stimulus, then it is bound to fall.”

Twenty-five per cent. of the members of this association concur in this opinion.

## Graham Talks to 3,000 At Motorists' Assembly

**CANTON, O., Oct. 21.**—Stark county's first annual motorists' educational entertainment, fostered by the automobile clubs of Canton Massillon Alliance and other county towns, was held in the city auditorium here last week. The audience was estimated at 3,000. George Graham, vice-president of the Chandler Motor Car Company of Cleveland, was the principal speaker.

### PLACES DEALERSHIPS IN MEXICAN TERRITORY

**DALLAS, TEX., Oct. 21 (U. T. P. S.).**—J. F. Roark of Dallas, southwestern sales manager for the Durant Motor Company, has returned from an extended business tour of Mexico. He reports having established dealerships or contracts in Chihuahua, Torreon, Durango, Monterrey, Saltillo, San Luis Potosi, Zacatecas, Guadalajara, Victoria Tampico and Mexico City.

He said that in Mexico City he signed a dealers' account with former Gov. C. N. Haskell of Oklahoma, at present in business in that city. Haskell's initial purchase, according to Mr. Roark, was 25 carloads of automobiles, all shipments to be made direct to Mexico City, with draft and bill of lading attached, the draft being through the Laredo National Bank of Laredo, Tex.

All shipments destined for Mexico are paid for on the border, he said.

### IOWA-ILLINOIS BUICK DEALERS AT SERVICE CLINIC

**BURLINGTON, Ia., Oct. 21.**—Thirteen Buick dealers from southeastern Iowa and western Illinois attended the service clinic at the Burlington Buick Company, 3d and Elm Streets, at which E. A. Rossow, Chicago distributors' service department; R. E. Harrison and V. B. Luther of the Chicago office, were speakers. William Mohrke, Burlington Buick Company head, was host. Buick models for 1926 were discussed and pictured and service problems made the subject of talks.

### EIERMAN PROMOTED BY STEEL CITY AUTOMOBILE

**CLEVELAND, O., Oct. 21.**—The Steel City Automobile Company, Peerless dealers of Pittsburgh, announce the appointment of Henri D. Eierman as vice-president of the company. Mr. Eierman's promotion from salesman to sales manager and then to vice-president comes within little more than two years after his start with the Steel City organization. A. J. Gasser is president of the company.

### NEW DEALERS ANNOUNCED BY VELIE MOTORS CORP.

**MOLINE, ILL., Oct. 21.**—The Velie Motors Corporation announces the following new dealers:

Overland Motor Company, Esterville, Iowa; R. D. Lawrence, Miami, Fla.; Alfred Matson, Algona, Iowa; Linden Garage Corporation, Hackensack, N. J.; Hubbard-Velie Company, Tacoma, Wash.; James D. Barber, Evanston, Ill.; Carl J. Simon, Van Wert, Ohio; Velie Sales Company, Waukegan, Ill.; Calumet Garage, Harvey, Ill.; Yakima Motor Company, Yakima, Wash.; Holt Motor Company, Arkansas City, Kan.; A. C. Ennis, Buels Creek, N. C.; Hester Motor Service, Henderson, N. C.; Wide-A-Wake Garage, Eau Gallie, Fla.; C. L. Harris, Franklin, Mass.; A. K. Lewis, Westerly, R. I.; Lane's Garage, Stuart, Fla.

### CHANDLER-CLEVELAND DEALERS CONVENE

**SAN FRANCISCO, Oct. 21 (U. T. P. S.).**—Enthusiasm prevailed at the annual get-together meeting of Chandler and Cleveland dealers of northern California at San Francisco last week. More than 60 dealers and sales representatives gathered to hear Roy B. Alexander, president of the local company, tell of merchandising plans for the coming months.

**ADDRESS GARDNER DEALERS**  
**Chicago, Oct. 20.**—Russell E. Gardner, Jr., president of the Gardner Motor Company of St. Louis, and J. Ford Oberwinder of the D'Arcy Advertising Agency, addressed a meeting of the Gardner dealers in this city last week.

**YOUTHFUL VETERANS.** Comrade Boy Seymour, Civil War soldier, at the wheel of his chummy roadster, a Reo model of 1904, one-lung-and-chain drive. Comrade Seymour's buddy is with him. Both spend their nights at the Co. 10 Soldiers' Home, Los Angeles, Cal.



### WILLYS CALIFORNIA SALES JUMP 7% IN SEPTEMBER

**SAN FRANCISCO, Oct. 21 (U. T. P. S.).**—J. W. Hawk, vice-president and general manager of the Willys-Overland Pacific Company, made a trip to the Overland plant at Toledo last week.

One of the primary reasons for the trip, Mr. Hawk said, was to get further deliveries of cars to this territory. He says that the September business of the Willys-Overland and Willys-Knight cars in California was 70 per cent. greater than the same month last year.

#### PROSPECTS BRIGHT

**SAN FRANCISCO, Oct. 21 (U. T. P. S.).**—Owen McCusker, general manager of the Paige Motor Company of Northern California, has returned from a conference at the Paige-Jewett factory in Detroit. McCusker reports that the automobile industry is looking forward to a continuance of the present splendid condition of the trade, and that plans have been made to increase the supply of Paige and Jewett cars for San Francisco sales.

### Distributor Doings

#### NEW DEALER

**EVANSVILLE, IND., Oct. 21.**—The opening of the Dubois Garage at Dubois, Ind., near here, as retail Willys-Knight and Overland dealer marks the forty-sixth retail dealer served through the Bennighof-Nolan Company, distributors for southern Indiana and Illinois, and western Kentucky.

#### NEW HUDSON DEALER

**Detroit, Oct. 21.**—The Grosse Pointe Motor Company, at Jefferson and Wayburn, is announced as a new Hudson-Essex dealer by Aaron De Roy, the Hudson-Essex distributor.

#### TO DISTRIBUTE HUPMOBILE

**COLUMBUS, O., Oct. 21 (U. T. P. S.).**—The Fuller Automobile Company was recently organized here by Jack Fuller of Cincinnati to distribute the Hupmobile in Columbus and central Ohio.

## Sell 3 Closed to One Open Car

**MINNEAPOLIS, MINN., Oct. 21.**—The autumn days are come at last, the snappiest so far this year, and Minneapolis automobile salesmen report that the sale of closed cars is in the ratio of three to one open car, as they emphasize the value of cars which are warm in winter and well ventilated and cool in summer.

In this section, where there are at least three months of cold winter weather, often with long and cool springs and falls, the live-wire salesmen stress particularly the value of the closed car. The comfort of the closed car is their strongest talking point, particularly with women.

Virtually every substantial automobile dealer in the city is taking advantage of what he calls the value of seasonal advertising, and pushes “pedal pants,” radiator covers, hood covers, heater attachments and all devices intended to be of particular value during sub-freezing weather.

### FRISCO DEALERS ENJOY FALL SOCIABILITY RUN

**SAN FRANCISCO, Oct. 21.**—The annual Fall sociability run of the motor car dealers of San Francisco this year has just been completed. The motorists took a 250-mile trip to the power sites on the Pit River, near Mount Shasta, of the Pacific Gas and Electric Company. The electric company acted as hosts to the motorists at their destination. Several Oakland dealers participated in the party.

#### HEADS CERTIFIED MARKET

**SAN DIEGO, CAL., Oct. 21.**—H. J. Edwards, president of H. J. Edwards, Inc., Chrysler distributor, was elected president of the Certified Market organization at a recent meeting of members of the San Diego Certified Used Car Market.

for Economical Transportation



Chevrolet uses a dry disc clutch requiring no lubrication. It is smooth and easy to operate, a quality feature appreciated at every stop and start.

Drivers used to fine car performance are delighted with the velvet application of Chevrolet's ample power.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring .....	\$525	Coupe .....	\$675
Coach .....	695	Commercial Chassis .....	\$425
Roadster .....	525	Sedan .....	775
		Express Truck Chassis .....	550

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QUALITY AT LOW COST

# Automotive Daily News

"Of, By and For the Entire Automotive industry."

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## Secretary Mellon to the Contrary

IT IS to be regretted that Secretary of the Treasury Mellon does not feel that the automotive industry is entitled to relief this year from the burdensome excise taxes on motor vehicles, part and equipment.

Of Mr. Mellon's honesty of purpose there is no question. He believes that by allocation elsewhere of the balance available for tax relief this year there will be an increase in income tax receipts next year, which will make possible repeal of the excise taxes on automotive products as well as on other classes of goods twelve months hence.

If we remember rightly, Mr. Mellon insisted on a certain program of income tax reduction a year ago, which was put forward as the only method of insuring a balance this year. His plan was not accepted in toto, and yet we have the balance. Even the cleverest financiers may err.

We believe that the automotive industry is entitled to relief now. The fight is not lost. You can help insure victory by signing the petition at the bottom of this column.

## Analyzing Accidents

IN attacking any problem the first step in finding a solution is thoroughly to analyze the whole subject. One of the most serious problems that we in this country are called upon to face is that of accidents in modern traffic.

Until very recently we knew little about accidents, except that they were occurring with alarming frequency. Then the National Automobile Chamber of Commerce on behalf of the motor car manufacturers frankly accepted the task of combating the accident toll. Through a committee, of which George Graham is chairman, arrangements were made to obtain information regarding all traffic accidents. In a recent bulletin from the N. A. C. C., we find the results of this analysis of the problem.

During the first eight months of 1925 there were 3,700 fatal accidents involving motor vehicles.

In the analysis of causes, we find that adult jaywalking leads with 371 deaths. The second classification unhappily is that of children crossing the street against traffic rules or playing in the street.

When we come to accidents where the motorist was chiefly to blame, we find "too fast for conditions" as the major cause of trouble, with 188 as its score. Violations of rules of the road accounted for 147 accidents and inattention for 122.

Among the accidents classed as being produced by physical conditions, such as rain, snow, poor lighting, etc., there is a line reading "defect in vehicles," which is charged with contributing to 42 accidents. Surely this is a remarkable tribute to the staunchness of the American motor car, when, with more than 18,000,000 running, defect in the vehicle caused only 42 accidents in eight of the busiest months of the year.

## Your Last Chance!

Sign the petition and mail it to The Automotive Daily News, 25 City Hall Place, New York city.

### A PETITION TO THE CONGRESS OF THE UNITED STATES FOR REPEAL OF THE EXCISE TAX ON MOTOR VEHICLES AND PARTS.

We, the undersigned citizens of the United States, dealers in and users of motor vehicles and equipment, respectfully and earnestly urge the repeal of the war-time excise taxes on passenger motor cars, motor trucks, parts, tires and accessories. During the period of the war and readjustment, these taxes were willingly and patriotically borne. The economic need for them has now passed. Their continuance is a serious hampering of business and a heavy burden on users of motor vehicles and equipment.

Signed.....

Address.....

## More Cars Being Used in Britain

### London News Letter Shows Increase in Motoring

By Universal Trades Press Syndicate.

London, Oct. 14 (By Mail).—Although the proportion of cars to the population does not equal that in America, figures in British cities are rapidly increasing. Leeds is a typical instance and with a population of 445,500 the last available figures for eight months of the year show that 23,406 car licenses were taken out, and £158,499 paid to the funds of the National Road Board in this respect, this being an advance from 18,322 in the corresponding period of last year, when £140,976 was paid.

These amounts go direct to the national treasury and are set aside for road maintenance and repairs.

The number of auto drivers registered in Leeds during the period of eight months was 14,020, as compared with 11,902 for the same portion of last year.

During August a census was taken in many parts of the country with a view to ascertaining the number and the weight of vehicles. In the Lake District, a noted holiday center, where horses were formerly much used for the conveyance of coaches, there was recorded a drop of 47 per cent. in horse traffic. The road which passes the largest number of lakes showed an increase from 9,384 vehicles in a week in 1922 to 12,827 in a week of August. Increases of 100 per cent. were recorded in many places, and this is a district which is not used for industrial traffic of any class except local services.

Further railway fare cuts are announced in many parts of the country in consequence of the rapid organization of motor bus services.

### Oil-Tight Automobile

The leakage of oil is regarded as one of the weakest features of modern automobile design, and the attention of British makers is being drawn to the problem. It is estimated that during the height of the motoring season as much as 20,000 imperial gallons of oil are thrown on to British roads daily.

### 510,000 Vehicles Licensed

The Ministry of Transport states that on Aug. 31 motor vehicles licensed in Great Britain numbered 1,510,000, which included 580,000 cars taxed on horse power, 572,000 motorcycles, 224,000 commercial goods vehicles and 99,000 taxis.

### Railroads and Motorists

There are signs that British railroads intend to build garages at provincial stations to encourage London business men to live at a distance from the railroads and yet use the lines for the purpose of going to and from the heart of the city. The Great Western Railway is doing this in its station yard at Goring, Oxfordshire. The scheme will enable London business men to drive from their homes to the railroad stations by auto.

### East African Situation

London, Oct. 21 (U. T. P. S.).—Great development in mechanical transport is recorded in the annual report of the director of the Sudan Commercial Intelligence Service for 1924-25. With the increasing planting of cotton and other crops the demand for motor transport will markedly increase, it is declared. Funds have been voted for experiments in the mechanical transport of merchandise and in the improvement of roads.

It is said of Kampala, Uganda, that bicycles are as common as peanuts. The craze is now being diverted to motorcycles, and is expected in due course to pass on to the automobile.

These developments are characteristic of the automotive advance that is now being made in East Africa.

## Sales Scents

I sat at lunch the other day with the former general sales manager of one of the largest automobile companies.

Our talk drifted to used car merchandising.

"Suppose a prospect wants \$1,000 for a car he bought for \$1,500 a year ago," my friend said. "Here is the way I would handle the situation if I were a dealer today."

"Show the prospect that when he bought the car for \$1,500 the original dealer took a profit of \$250. He cannot expect the new buyer to pay that profit again."

"Subtracting it leaves \$1,250 as the present value of the car. The car may have been run 15,000 miles."

"At railroad rates for one person he would have paid three cents a mile for that transportation."

"It is probable that his minimum average of passengers was two, but the dealer can be generous in discounting only four cents a mile for the mileage traveled by the car for two passengers."

"That amounts to \$600 and reduces the value of the car by that amount to \$650."

"The owner has been able to make his own schedule and should realize that it is fair to pay for it."

"The next point is that it will cost \$250 (to use a definite figure) to rebuild and re-equip the car for sale. This must come out, leaving the car's value at \$400."

"Next, since the first dealer made a profit on the sale of the car, it is only fair that the next dealer who handles it shall make a profit

## AUTOMOTIVE MEN FORM COMBINE

### Northwest Interests Organize Legislative Council

Olympia, Wash., Oct. 21 (U. T. P. S.).—At a recent meeting of automotive interests of the Pacific Northwest eight groups went together and formed the Washington Legislative Conference, each group being allowed three representatives in the conference.

The co-operative agencies are the Washington branch of the American Automobile Association, Truck Owners' Association, Passenger Bus Association, Freight Bus Association, gasoline companies, insurance companies and good roads associations.

Under the scheme this conference refuses to recommend anything to the Legislature unless a unanimous vote is secured. Committees will keep in close touch with the various state departments. The conference will oppose adoption of the eight-point test headlight law, now in operation in Oregon and California.

of 25 per cent. also, since he must spend even more time in selling the used car than the first dealer spent in selling it when new.

"That cuts the value to the ultimate point of \$300."

"It doesn't follow that the prospect is now ready to take \$300 for his car, but it is certain that his idea of the car's value has shrunk by several hundred dollars."

"If the dealer must go up in price to meet the owner's final terms, he can do so by contending that by doing less repair work on the car he can make a larger allowance."

## Coming Automotive Events

### OCTOBER

17-Nov. 1—San Francisco, Cal. Fifth Annual California Industries Exposition.  
18-31—Salonica, Greece. First Annual Sample Fair.  
20-30—Grand Rapids, Mich. Michigan Association of County Road Commissioner and State Highway Department Building Show.  
20-21—Greensboro, N. C. Carolina Automotive Association meeting.  
21-31—Benton, Ark. American Welding Society.  
22—Washington, D. C. National Automobile Dealers' Association meeting.  
23—Richmond, Norfolk, Va. National Automobile Dealers' Association meeting.  
24—Charlotte, N. C. A. A. A. race.  
24—Bay Shore, Md. Jacques Schneider airplane trophy race.  
24—Washington, D. C. Automobile race at the Baltimore-Washington Speedway.  
26-31—Washington, D. C. Ninth Annual Auto Show and Fashion Review.  
27—Charlotte, N. C. National Automobile Dealers' Association meeting.  
28—Columbia, S. C. National Automobile Dealers' Association meeting.  
28-30—Grand Rapids, Mich. Road Building Show.  
29—Jacksonville, Fla. National Automobile Dealers' Association meeting.  
29-Nov. 7—London, England. Annual Truck Show.  
30—Miami, Tampa, Fla. National Automobile Dealers' Association meeting.

### NOVEMBER

New York City. Society of Automotive Engineers, service engineering meeting.  
6—New Orleans, La. National Automobile Dealers' Association, Sales Congress.  
7-15—Sao Paulo, Brazil. Automobile Exposition.  
9-14—Chicago, Ill. Society of Automotive Engineers, service engineering meeting.  
9-14—San Francisco, Cal. All-Western Road Show.  
11-12—Washington, D. C. meeting rooms, Department of Commerce, Motor Truck Industries.  
12-13—Philadelphia. Society of Automotive Engineers, automotive transportation meeting.  
12-13—Des Moines, Iowa. Iowa Automobile Merchants' Association Convention.  
15-21—New York City. Automobile Salon, Inc. Twenty-first Annual Automobile Salon, Hotel Commodore.  
16-18—Chicago, Ill. National Standard Parts Association Show.  
17-19—St. Louis, Mo. National Tire Dealers' Association Convention.  
26—Los Angeles, Cal. A. A. A. 250-mile race.  
26-Dec. 6—Berlin, Germany. Annual Automobile Show in the Kaiserhalle.

### DECEMBER

1-8—Pernambuco, Brazil. Good Roads Conference.  
3-4—Washington, D. C. Fifth Annual Meeting of Highway Research Board.  
5-16—Brussels, Belgium. Annual Automobile Show.

### JANUARY

—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.  
—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall show. Date not set.  
9-16—Philadelphia, Pa. Philadelphia Automobile Show.  
9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.  
11-12—Chicago. American Road Builders' Association Annual Convention.  
11-12—New York City. Second World Motor Congress for Foreign Automotive Officials.  
11—New York City. National Automobile Show.  
14—New York City. Society of Automotive Engineers, annual dinner.  
16-22—Newark, N. J. Nineteenth Annual Newark Automobile Show.  
16-23—Philadelphia, Pa. Twentieth Annual Automobile Show.  
16-23—Cincinnati, Ohio. Automobile Show.  
16-23—Milwaukee, Wis. Automobile Show.  
20—Detroit, Mich. Society of Automotive Engineers, annual meeting.  
23-30—Baltimore, Md. Twentieth Annual Automobile Show.  
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.  
25-30—American Road Builders' Association. Good Roads Week.  
27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.  
27—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.  
27—Detroit, Mich. Sixth Annual Convention.  
30-Feb. 6—Chicago. Eleventh Annual Chicago Automobile Show.  
30-Feb. 6—Washington, D. C. Automobile Show.

### FEBRUARY

1-6—Chicago. Chicago National Show.

## Automotive Bodies in Various States Rally to Anti-Excise Tax Banner

NEW ORLEANS, La., Oct. 24.—The Motor Transportation League of Louisiana, composed of operators of truck fleets and bus lines, at its monthly meeting here adopted in the form of a resolution, the Petition-to-Congress draft appearing on the editorial page of the Automotive Daily News and sent a letter to the Louisiana senators and congressmen urging support of the measure for repeal of the war-time excise taxes on motor vehicles and equipment.

The letter, written by E. R. Greenlaw of the Greenlaw Truck and Tractor Company, president of the association, says in part:

"The government is credited with very great liberality in the extension of Federal aid in the building of public highways. It is liberal. But it is rather the motor car owners of the nation than the government that is putting up the money."

"Since 1918 motorists as a class have paid the government, in the form of excise taxes on machines and parts, the sum total of \$779,385,339. This is altogether aside from the high local taxes they pay in Louisiana and other states and to municipalities. In comparison with this huge sum, since the beginning of Federal aid the government has actually expended \$276,305,407 as its share of the construction of highways."

"In other words, the government has spent less than 36 per cent. of the amount of motor vehicle revenue paid by the motor car owners and has kept \$503,079,932 for other government purposes."

"It was all right to tax the automobile industry heavily when the motor car was a luxury only the rich could afford. But now that motor transportation has become a necessity in business and a convenience the masses can enjoy, it should not be hampered by taxes of proportion to levies imposed on other lines."

### UNJUST BURDEN

BOSTON, Oct. 21 (U. T. P. S.)—Speaking at a gathering of business men here, John L. Snow, Peerless dealer in this city, declared that the excise tax on automobiles was a most unjust burden, not only on manufacturers but on the general public as well.

"One of the big questions which the manufacturer of motor cars and parts facing today is the repeal of the excise tax on automobiles," declared Mr. Snow.

Continuing he said, "It is of no less importance to the general public because the tax in the last analysis is shouldered by the motorists, and in the last year was paid by some 17,591,981 car owners."

"When we realize that there are four times as many people paying the excise tax on automobiles and parts as there are people paying an income tax, one begins to realize the tremendous saving this would mean to millions."

### Personal Petition

ROCHESTER, N. Y., Oct. 21.—Charles P. Gallagher, Charles F. Bueche, Rochester Auto Club officials, and Capt. James Mangan, head of local Motor Vehicle Bureau, will leave for Washington Saturday night to urge the abolition of the 5 per cent. excise tax on passenger automobiles. They will go before the Ways and Means Committee of Congress next week.

### In Dubuque

DUBUQUE, Ia., Oct. 21.—Petitions asking congressional representatives from this district to support the movement for the repeal of the war excise tax on automobiles are being circulated in Dubuque. Automobile and accessory dealers are behind the circulation of the petitions.

While the sentiment opposing this tax has not crystallized in any united action on the part of local organizations, approval of the movement to repeal the tax has been expressed by local dealers,

## INSURANCE LAW IS NEW VENTURE

### Whether It Will Work Is Uncertain, Says Commissioner

BOSTON, Oct. 21 (U. T. P. S.)—Just how the compulsory automobile insurance law, passed at the last session of the Massachusetts legislature, will work and whether or not it will ultimately prove a beneficial piece of legislation, is uncertain in the opinion of Wesley E. Monk, state commissioner of insurance. In an address recently before directors and members of the advisory board of the Liberty Mutual Insurance Company, Mr. Monk said:

"Nobody knows how the compulsory liability law will work out, because nowhere in the whole world has there been any previous experience with it. We have got to go slowly. I know that many states contemplating the passage of such a law are looking to Massachusetts to see what happens before they adopt a similar measure."

"We are going to sit tight and see what the results will be. At the present time there is no basis on which even to make rates. The national rate-making organization cannot help us, because they have never had the experience."

"The co-operation of the insurance companies has been sought and I believe it will be gladly given to establish the base rates for the operation of this law, but in the beginning it will be more or less of a guess."

"Maybe the insurance rates will go up. Maybe they will come down. The success or failure of the law will depend on the rates, so far as public approval of it is concerned."

About 30 per cent. of the auto owners in Massachusetts were carrying liability insurance at the time the act was passed, Mr. Monk says, and he also believes that juries might possibly award larger verdicts to plaintiffs than is the rule at present.

### Automotive Daily News classified ads bring results.

officials of the Dubuque Automobile Club and the Chamber of Commerce.

### ENTER EXCISE WAR

CHARLOTTE, N. C., Oct. 21.—The organized automotive industry of North Carolina definitely has thrown the full force of its influence into a campaign for repeal of the excise taxes imposed as a war measure on this industry and the motoring public.

A survey of this situation in this state for The Automotive Daily News shows that the North Carolina Automotive Trade Association, the North Carolina Automotive Service Association and the Winston-Salem, Charlotte, Durham and Greensboro local associations, members of the first named state body, and the Charlotte and Winston-Salem local associations, members of the last named state body, have adopted resolutions urging repeal of these taxes.

## NEBRASKA FEES SHOW BIG GAIN

LINCOLN, Neb., Oct. 21.—An increase of \$16,000 above the same period a year ago is shown in the motor vehicle license fees collected in Nebraska during July, August and September this year.

The increase is in the face of a \$2 reduction on each passenger auto and from \$4.50 to \$15 each on trucks, which became effective July 2.

The increase in the number of registrations, which point to increased new car sales, has effected the increased revenues.

License fees were lowered after the Nebraska Good Roads Association succeeded in having the last legislature increase the state gas tax to 2 cents a gallon and lower the license. It was pointed out through statistics of the Good Roads Association that this change would increase the state's revenue for good roads without inflicting hardship on auto owners.

At present it is estimated the annual income from the gas tax

### FINANCIAL NEWS

Today's financial news will be found on Page 8.

will average above \$2,000,000 a year. This is ample for highway construction, according to the state highway department.

The registration license fees for the three months named totaled \$196,695 as compared with \$184,494 for the same period last year. Total license fees for the first nine months this year are \$3,819,044, or a gain of nearly \$300,000 over the same period last year.

There have been 372,590 licenses of all kinds issued thus far this year as compared with 336,655 for the same period last year.

Effective October 1, license fees were lowered to one-fourth of the annual rate, good until December 31. Formerly all licenses issued after July 1 were charged for one-half year.

"We have made many changes in the tax assessments against auto owners," W. H. Blakeman, president of the Good Roads Association, told the A. D. N. correspondent, "but reports to me indicate they have not only brought Nebraska greater revenue for good roads, but have brought infinite satisfaction to auto owners."

## California Car Population Grows

OAKLAND, Cal., Oct. 21.—Alameda county, of which Oakland is the distributing center, showed a 23 per cent. increase in motor vehicle registrations for September, as compared with the same month last year.

Chevrolet led here in passenger car sales last month with a total sales of 312. Star was next, with 188 deliveries, and Essex came third, showing 107 registrations.

California as a whole showed a 14 per cent. gain in motor vehicle sales in September, as against a year ago. Northern California's increase amounted to 8 per cent., the bulk of the gain having been made in the southern part of the state.

In the commercial car division the north lead the south in gains with 23 and 15 per cent increases, respectively.

For the first 9 months of 1925 Alameda county has delivered 12,103 passenger cars, with an increase over the corresponding period of last year of 22 per cent.



## Facts Certain Men Cannot Afford to Overlook

Because the new Six is distinctly fashionable among people who set the fashion, it now commands an active and expanding market in every American center of wealth.

Through sheer beauty, speed and brawn, it has caught the fancy of smart folk everywhere.

By smashing the world's coast-to-coast speed record, (New York to San Francisco in 102 hours and 45 minutes) without service or repairs, and with the original water still in the radiator, the car has brilliantly demonstrated its amazing stamina and resource.

Week by week sales mount to new levels. Week by week facilities for greater and greater production materialize. Week by week the need for new dealerships in certain prosperous territories becomes more insistent and imperative.

For the right men or companies at these points we have a franchise and a programme of cooperation which challenge immediate attention.

Write to Director of Distribution, Detroit, Mich., for full information.

WILLS SAINTE CLAIRE, INC.  
Marysville, Mich.

WILLS SAINTE CLAIRE

Akron, for instance:  
Summit County alone (of which Akron, Ohio, is the county seat) made 24,568 income tax returns last year. There are 28,245 passenger cars in operation—approximately 10,000 costing more than \$1,000. The trading center for one of the richest and best populated industrial areas in Ohio, Akron offers a remarkable market for Wills Sainte Claire Motor Cars.



1925

## Kansas Dealers Prefer Standard Accessory" Trade

Topeka, Kan., Oct. 21.—Kansas auto dealers are entering the used car reconditioning game actively and have made the accessory business primarily a replacement parts jobbing business according to Frank Southwick, of the Southwick Auto Supply Company of Topeka.

Besides replacement parts, however, the standard accessory jobbing concerns are handling standard lamps, bumpers, top and body finishing goods to good advantage.

The past month, Mr. Southwick declares, was the best for accessory men in several years.

Other dealers in the territory back up the greater portion of Southwick's statement, declaring that the "fancy trade" is no longer profitable. The trade in lamps took on a big boom this summer and is still going strong, they declare because of the kits now being offered instead of single lamps. Chains have also shown a big increase because purchasers of balloon tires have found that despite claims made for the low pressure casings, they must have mud traction aids.

Waco, Tex., Oct. 21.—Accessory sales are ahead of last year in this city, the stock is fully as large as was the case last fall, and the outlook is promising, local conditions considered, according to a survey of local retail and wholesale auto accessory dealers.

Gross sale volume for this week showed an increase, due to the fact that the cotton crop, criterion of prosperity in the section, is coming to the market.

So far the effect of recent price cutting on new car models has exerted no influence on the sales.

Locked steering wheels, especially the Bauer and Fox wheels, Ford foot accelerators, bumpers, radiator ornaments, especially the "roto-scope," and the Boyce motometer, and headlight equipment are perhaps the best sellers at present.

The sale of headlight equipment is accounted for by the fact that the new state headlight law has necessitated the substitution of much equipment. Sale of motor cut-outs has been practically curtailed due to the passage of a state law against their use.

### Maine Starts War on Headlight Violators

Augusta, Me., Oct. 21 (U. T. P. S.)—Maine will follow the example of Massachusetts from now on and wage an active campaign against violators of headlight regulations. Chief Arthur H. Field of the State Highway Police has issued instructions to all his officers to make a careful check of headlight violators and to prosecute those who do not at once take steps to have the defects in their lights remedied upon the first warning. He states that he has been swamped with letters complaining of negligent motor car drivers, both truck and passenger cars, who do not pay any attention to the headlight laws of Maine.

#### TO DISTRIBUTE EXIDE

Columbus, O., Oct. 21 (U. T. P. S.)—The Wells Company, distributor for Dayton Thorobred tires, has recently taken over the distribution for twenty-two counties in Ohio of Exide batteries.

## NEW PASSENGER CAR REGISTRATIONS FOR

The following table presents new car registration figures for states in which this information is available. In many instances state authorities have the registration table below will supply information where the weekly figures are not available.

	Ajax	Aspers	Auburn	Buick	Cadille	Chandler	Chevrolet	Crysler	Cleveland	Davis	Dodge	Durant	Essex	Fiat	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissell	Lincoln	Alabama
Alabama				6		12					10		5	40				8							
Idaho	3			17	1	59	9				18	1	11	51				3	4	2					Idaho
Kansas	1			24	2	52	20				16		7	76		1		2	1	1					Kansas
Louisiana	3			16	1	1	40	5			18		15	4	172			1	2	2					Louisiana
Maryland	4			55	3	112	31	3	1		35	1	27	8	163	2	2	20	6	4					Maryland
Montana				20		1	41				15		9	30	1			1	2						Montana
Nebraska				21		32	8				29		12	91				3	1	2					Nebraska
N. H'psh'r				39	3	25	8	1	1		10		36	5	69	1		16	1	5					N. H'psh'r
N. Carol'a				45	7	135	35				44	1	33	381	1			25	3	1					N. Carol'a
N. Dakota				1	22		53	8	3		8		9	157				1							N. Dakota
Oregon	2		1	34	1	115	16	1			37	1	37	3	34	1	2	14	5	6	1				Oregon
Rhode Isl'd	1		2	31	3	3	22	15	4		14		20	1	47	5		9		4	3	1	Rhode Isl.		
S. Carolina				25	3	92	13				26		27	227	2			15	2	1					S. Carolina
Texas	6		2	137	7	1	463	76	2		2	203		84	1	1040	6	2	51	13	1	4			Texas
Utah	1			18	1	38	5				18	1	13	1	62			1	5	2	5				Utah
Wash'gton	2		1	36	3	1	105	26	4		1	26	1	41		55	6		23	3	4				Wash'gton
W. Virginia				44	1	1	118	15	1	1		39	1	15	3	134			1	15		7	1	W. Virginia	
Wyoming				4		5	3				3			1	10				1						Wyoming

## LATEST MONTHLY NEW CAR

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted the figures are those of

	Ajax	Aspers	Auburn	Buick	Cadille	Chandler	Chevrolet	Crysler	Cleveland	Davis	Dodge	Durant	Essex	Fiat	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissell	Lincoln	Alabama	
Alabama				5		17	2				24		3	136				1								
*Arizona	1		56	4	196	44	3				74	1	31	2	206		1	26	6	16					Arizona	
Arkansas	8		83	3	252	41	3				112	1	51	11	485	2		1	19	8	5				Arkansas	
*California	57	7	914	98	87	3063	650	59	1		1148	27	1622	65	3060	30	26	2	998	159	398	35	15	California	6	
*Colorado		1	215	7	1	477	106	2			212	7	120	12	1037	3	11	1	57	12	38				Colorado	
*Conn'ticut		13	317	35	16	455	272	17	4		216	5	276	37	885	27	10	2	194	93	61	3	2	Conn'ticut	1	
Delaware			56	8	1	51	11	2			9		29	2	77				18		3				Delaware	
*Florida		4	158	34	34	595	370	12			539	3	348	40	4076	20	5	2	197	184	102	66	4	Florida	12	
*Georgia	17		163	14	2	340	59				208	3	94	15	3229	16			86	27	9	3		Georgia		
Idaho	2		56	2	245	27					92	5	43		114	1			20	5	15					Idaho
Illinois	108	5	71	1151	120	22	1903	563	39	2	16	832	9	760	78	1831	26	12	12	387	138	176	34	4	Illinois	
*Indiana	14		51	417	37	7	1079	362	21	7		460	5	414	10	2816	13	11	11	209	62	88	9		Indiana	
Iowa	3		3	259	22	1	939	163	10			259	6	267	12	769		2	4	90	22	37				
Kansas	33			203	15	529	157	14			305	5	260	10	1208	4	8		123	36	19					
*Kentucky	7		4	121	12	9	498	102	9			256	1	127	10	1580	7		4	101	28	31	3		Kentucky	
*Louisiana	15			73	12	3	195	61	5			198		62	19	1791	1			43	11	4	1		Louisiana	
*Maine			4	44	6	5	94	41	7			35		60	6	347	3		1	19	1	13	1		Maine	
Maryland	15		6	242	14	9	517	123	8	1		144	3	105	31	326	7	6		102	26	24	5		Maryland	
*Mass'sets	12	6	15	460	63	61	563	377	58	4		322	19	627	56	1864	21	6	5	461	58	96	30	6	Mass'sets	16
Michigan	65	1	26	1886	177	14	2345	748	47	3		750	13	1467	145	3139	8	1	33	752	74	199	30	15	Michigan	20
*Minnesota	15		4	490																						

## NS FOR WEEK ENDED OCTOBER 10, 1925

Authorities have thrown open their records to representatives of the Automotive Daily News, although this has not been done in the past. The monthly

	Lincoln	Marmon	Moen	Nash	Oakland	Oldsmobile	Overland	Packard	Paige	Pearless	Peerless-Arrow	Ren	Rickenbacker	Rolin	Star	Stearne-Knight	Studebaker	Suzi	Velle	Willys-Knight	Miscellaneous	Totals
Alabama				2		3										5				2	93	Alabama
Idaho				2	5	7	21	2				3	1	38	8				4		270	Idaho
Kansas	1	1		7	8	5	16					2		9	11			2	1	267	Kansas	
Louisiana				17	3	3	17	4						13	15			7	1	337	Louisiana	
Maryland	1	2	1	19	5	6	24	6		3	3	2	3	20	22	2	1	6		605	Maryland	
Montana					1	3	10		1			2	1	9	1	1	1	2		152	Montana	
Nebraska				2	1	2	9		1					18	6	1	4			251	Nebraska	
N. H'Impsh'r	3		9	8	6	26	1		1		1	1	1	8	17	1	4			308	N. H'Impsh'r	
N. Carolina	1		14	5	9	20	4					3		16	19	2	6			812	N. Carolina	
N. Dakota				5	7	10	24	1				1	6	10	6		1			333	N. Dakota	
Oregon	2		1	12	7	13	30	5	1			1	1	54	1	20		10	3	473	Oregon	
Rhode Isl.	1	5	11	7	6	16	6		1	3	3	2	2	3	7	1	1	3	4	267	Rhode Isl.	
S. Carolina			5	2	5	5	2					5	1	20	14		1	3		496	S. Carolina	
Texas	5	2	2	1	3	18	110	7		2	3	2	2	1	95	105		24	4	2488	Texas	
Utah		3	5	3	14	8	1					1	1	16	10			1		234	Utah	
Wash'gton	1	3	18	16	17	30	10					2		34	23	3	8	3		508	Wash'gton	
W. Virginia	1	1	11	5	18	33	6	2	1	1	2	1	1	45	29		7	2		565	W. Virginia	
Wyoming					1	1								4						33	Wyoming	

## CAR REGISTRATION STATISTICS

Figures are those of September, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee, registered figures are not available at this time.

	Lincoln	Marmon	Moen	Nash	Oakland	Oldsmobile	Overland	Packard	Paige	Pearless	Peerless-Arrow	Ren	Rickenbacker	Rolin	Star	Stearne-Knight	Studebaker	Suzi	Velle	Willys-Knight	Miscellaneous	Totals		
Alabama				1		6	2					1				5			3		206	Alabama		
Arizona	2		5	19	9	17	46	13				3	2	1	82	64		1	13	7	953	Arizona		
Arkansas	5		3	25	14	25	64	4	2	1		1	2	4	134	1	64		11	11	1456	Arkansas		
California	69	47	85	503	203	147	402	245	14	35	59	70	100	9	1450	13	1063	9	24	12	279	167	17573	California
Colorado	5		6	72	22	26	116	27	1	4	4	9	15		290	2	145	3	13	1	37	28	3145	Colorado
Conn'ctut	11	10	14	110	73	47	191	89	4	10	27	39	14	1	61	3	232	4	14	7	84	62	4050	Conn'ctut
Delaware	1		10	7	2	9	9					1	1		10		26		3	8	3	358	Delaware	
Florida	129	62	12	161	141	39	289	49	17	6	23	37	49	1	118	2	486	3	22	309	57	8805	Florida	
Georgia	9	6	2	54	16	15	45	14	2	5	6	5	1	56	2	86	1	1	1	33	6	4651	Georgia	
Idaho				23	13	25	78	7				2	1	165		50		17	1			1010	Idaho	
Illinois	40	24	42	355	295	157	730	199	29	23	40	110	39	10	392	4	649	8	49	24	320	49	11930	Illinois
Indiana	9	16	22	261	147	124	596	41	9	1	3	34	28	5	168	2	366	8	15	1	111	50	8139	Indiana
Iowa	1	9	69	33	49	247	29	2	2	2	18	14		129		113	1	21		61	8	3680	Iowa	
Kansas	7	1	3	47	51	28	175	6	1	2	1	22	2		182	1	137		3	42	20	3661	Kansas	
Louisiana	8	1	8	67	44	28	166	18	1	1	12	4	1	143		131	1			50	16	3610	Kentucky	
Maine	4	3	10	56	7	19	42	19	3	1	4	4	6		45		84		20	3	2824	Louisiana		
Maryland	8	5	1	25	4	6	37	15	4	1	5	6	6	1	5	31	2	2	7	14		872	Maine	
Mass'ctts	7	9	5	91	22	27	112	26	1	10	11	8	16	1	95	1	95	2	7	3	31	21	2315	Mass'ctts
Michigan	16	21	23	357	60	45	243	98	19	30	60	96	32	8	86	10	285	3	32	14	66	102	6911	Mass'ctts
Minnesota	47	16	26	392	522	266	780	170	18	22	18	109	48	4	456	4	452	1	2	13	205	51	15560	Michigan
Mississippi	20	9	37	159	189	145	616	96	5	2	15	49	25	2	178	2	357		30	1	162	45	9189	Mississippi
Missouri																								
Montana	14	5	52	142	55	61	272	56	4	12	20	17	13	1	208		223	1	14	1	64	17	5553	Missouri
Nebraska	1	21	14	29	96	4						2	3	1	65		41		3	16	1		1092	Montana
Nevada	2	2	29	9	18	59	1					7			62		43		1	1	20	11	2024	Nebraska
Nevada																								
New Jersey	2	2	24	17	7	52	6	2	7	2	15	2	2	23		41				12	12		809	N. H'Impsh'r
New Mexico			6	4	1	5	3							35		16							343	New Mexico
New York	40	41	24	571	274	133	812	181	24	42	67	83	42	4	323	11	716	3	24	30	323	55	13526	New York
N. Dakota	5		48	17	31	51	15	2				3	6		62		90				31		5056	N. Dakota
Ohio	1	1	25	12	48	147		1				4	12											

# Financial News of the Automotive Industry

## 14 MOTOR STOCKS GAIN ONE BILLION

Startling Increase Shown In Market Value in Three Weeks

**NEW YORK, Oct. 21.**—During the last three weeks of the bull market fourteen of the motor stocks and United States Steel common have increased in value by \$427,000,000. Going back a little farther over the records it appears that since these same stocks touched the low marks for this year they have increased in value by slightly more than a billion dollars.

General Motors has shown an appreciation in value of \$346,000,000 since the low of the year, and more than \$165,000,000 of this amount has been built up during the last three weeks.

General Motors has 5,161,600 shares of common stock outstanding. Wall Street figures that only 500,000 of these shares are in the open market.

Dodge Brothers has a record of 1,330,000 shares traded in during the last three weeks. It has risen \$27,000,000 in value.

Studebaker, which has shown transactions totaling more than 1,000,000 shares during the last three weeks, has gained \$18,750,000 in market value, and its total appreciation from the low of the year is more than \$42,000,000.

These figures include only the common stocks. Many of these companies have preferred stocks that have risen considerably in value.

The common stocks included in the tabulation, their increase in value in three weeks and since the year's low are as follows:

	High	Low	Last
Increase in value of 3 weeks.	67 1/2	67	67
General Motors	\$165,170,000	\$346,000,000	
U. S. Steel	56,000,000	50,000,000	
Hudson Motors	33,000,000	99,000,000	
Packard	14,260,000	71,300,000	
Studebaker	18,700,000	42,200,000	
Chrysler	14,400,000	60,500,000	
White Motors	7,400,000	23,500,000	
Nash	8,750,000	80,500,000	
Mack Truck	12,800,000	40,800,000	
Chandler	1,020,000	3,350,000	
Hupp	2,750,000	10,900,000	
Pierce-Arrow	1,370,000	8,800,000	
Moon Motors	720,000	3,000,000	
Totals	\$425,740,000	\$1,057,619,000	

## CRUDE OIL YIELD IS AGAIN LOWER

The American Petroleum Institute estimates that the daily average gross crude oil production in the United States for the week ended October 17 was 2,082,900 barrels, as compared with 2,094,800 barrels for the preceding week, a decrease of 11,900 barrels. The daily average production east of California was 1,427,400 barrels, as compared with 1,442,300 barrels, a decrease of 14,900 barrels.

The estimated daily average gross production of the mid-continent field, including Oklahoma, Kansas, north, east central, west central and southwest Texas, north Louisiana and Arkansas, for the week ended October 17 was 1,108,300 barrels, as compared with 1,125,900 barrels for the preceding week, a decrease of 17,600 barrels. The mid-continent production, excluding Smackover, Ark., heavy oil, was 938,900 barrels, as compared with 952,850 barrels, a decrease of 13,950 barrels.

Receipts of California oil (crude and refined) at Atlantic and Gulf coast ports for the week ended October 17 totaled 172,000 barrels, a daily average of 24,571 barrels, against 240,000 barrels, a daily average of 34,286 barrels, for the week ended October 10.

## RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous.	High	Low	Div.	Sales	High	Low	Close	Net Change
High	12	12		Advance Rumely	3,400	16 7/8	14 1/2	16 7/8
12 1/2	47	3		Advance Rumely pf.	2,900	69	57 1/2	+ 1 1/2
15 7/8	10	6		Ajax Rubber	900	11 1/2	10 1/2	11
55	71 1/2	6		Allis-Chalmers	1,800	92 1/2	92 1/2	- 2 1/2
54 1/2	26 1/2			Am. Bosch Magneto	900	35 1/2	35 1/2	+ 2 1/2
1 1/2	1			Am. Bosch Mag. rts.	100	1 1/2	1 1/2	
14 3/4	11 1/2	1		Am.-La France	400	13 1/2	13 1/2	
100	95 1/2	7		Am.-La France pf.	100	97	97	+ 1/2
44 1/2	27 1/2	1,500		Briggs Motor Co.	3,600	28	27 1/2	+ 2 1/2
25 1/2	27 1/2	3		Chandler Motor	1,200	36 1/2	36 1/2	+ 2 1/2
55	44 1/2	4		Chicago Yellow Cab	100	49	49	+ 1 1/2
200	108 1/2			Chrysler Motor	3,700	194 1/2	192	+ 1 1/2
109 1/2	100 1/2	8		Chrysler Motor pf A.	200	104 1/2	108 1/2	+ 1 1/2
15 1/2	8 1/2	.80		Continental Motors	7,500	13 1/2	12 1/2	+ 1 1/2
46 1/2	21 1/2			Dodge Bros. A.	29,800	42 1/2	41	+ 1
51 1/2	73 1/2	7		Dodge Bros. pf.	2,400	89 1/2	89	+ 1/2
7 1/2	60 1/2	4		Electric Stor. Battery	2,100	70 1/2	69	+ 1 1/2
5 1/2	1 1/2			Emerson-Brant	1,500	3 1/2	3 1/2	+ 1/2
120	60 1/2	6		Emerson-Brant pf	500	20	20	+ 1
28 1/2	10 1/2			Fisher Body	3,900	113	110 1/2	+ 1 1/2
114 1/2	75 1/2	7		Fisk Rubber 1st pf.	400	109 1/2	109 1/2	+ 2 1/2
33 1/2	28 1/2	2,500		Gabriel Snubber	1,900	36	35 1/2	+ 1/2
16 1/2	4 1/2			Gardner Meter	1,100	10 1/2	9 1/2	+ 1/2
127	64 1/2	7 1/2		General Motors	27,400	126 1/2	124 1/2	+ 1 1/2
114 1/2	102	7		General Motors 7s pf.	400	112 1/2	112 1/2	
24 1/2	12 1/2			Glidden Co.	2,400	23 1/2	23 1/2	+ 1/2
70 1/2	36 1/2	4		Goodrich Tire	2,800	67 1/2	66 1/2	+ 1 1/2
112 1/2	86 1/2	7		Goodyear Tire pf	300	119 1/2	110 1/2	+ 1 1/2
108	103	8		Goodyear Tire prior pf	100	107 1/2	107 1/2	
47 1/2	30	2,500		Hayes Wheel	6,500	46 1/2	45 1/2	+ 1/2
105 1/2	100	7,500		Hayes Wheel pf.	100	103 1/2	103 1/2	+ 1/2
106	33 1/2	3		Hudson Motor	13,400	94 1/2	92 1/2	+ 1 1/2
26 1/2	14 1/2			Hupp Motor	4,000	23 1/2	22 1/2	+ 1/2
59 1/2	36 1/2	3		Jordan Motor Car	2,000	44 1/2	43 1/2	+ 1/2
114	87	6		Kelly-Springfield	1,000	16 1/2	16 1/2	
1 1/2	1 1/2			Kelsey Wheel	100	103	108	+ 1 1/2
238	17 1/2			Keystone Tire	200	2 1/2	2 1/2	
13	104	7		Lee Rubber & Tire	100	15 1/2	15 1/2	+ 1/2
29 1/2	22 1/2			Mack Trucks	37,500	226 1/2	222 1/2	+ 1 1/2
44 1/2	4 1/2			Mack Trucks 1st pf.	1,200	36 1/2	36	+ 1/2
21	3 1/2			Moore Motors	2,100	41 1/2	40 1/2	+ 1/2
18	18			Motor Wheel	1,700	32 1/2	32	+ 1/2
50	29	2,400		Murray Body	1,000	29 1/2	29 1/2	
44 1/2	15			Packard Motor Car	4,500	40 1/2	39 1/2	+ 1/2
27 1/2	17 1/2	1,400		Paige-Detroit Motor	7,800	26 1/2	25 1/2	+ 1/2
45 1/2	10 1/2			Pierce-Arrow	13,200	42 1/2	40 1/2	+ 1/2
94	43			Pierce-Arrow pf.	700	90	89	+ 1/2
18	8			Reynolds Spring	1,000	10 1/2	10 1/2	
84 1/2	15 1/2			Spicer & Co.	2,800	31 1/2	31	+ 1/2
88 1/2	65	6		Stewart-Warner Speed	3,600	82	80 1/2	+ 1/2
65 1/2	41 1/2	4		Stromberg Carburetor	300	84	83 1/2	+ 1/2
56 1/2	37 1/2	4b		Studebaker	28,100	62	60 1/2	+ 1/2
77 1/2	33 1/2			Timken Roller Bear.	3,600	62 1/2	60 1/2	+ 1/2
108 1/2	92 1/2	8		U. S. Rubber	28,900	76 1/2	76 1/2	+ 1/2
104 1/2	67 1/2	4		U. S. Rubber 1st pf.	1,000	106 1/2	106 1/2	+ 1/2
30 1/2	9 1/2			White Motor	18,900	95 1/2	93 1/2	+ 1/2
112 1/2	72 1/2	7		Willys-Overland	1,400	110 1/2	109 1/2	+ 1/2
32 1/2	16	1		Willys-Overland pf.	2,700	30 1/2	29 1/2	+ 1/2
18 1/2	22 1/2	2,500		Wright Aero	10,500	35	33 1/2	+ 1/2
93 1/2	20	7		Yellow T. & C.	2,200	94	92 1/2	+ 1/2
				Yellow T. & C. pf.	500	10 1/2	9 1/2	+ 1/2

## BOSTON

	High	Low	Last
75 Hood Rubber	67 1/2	67	67
CHICAGO			
175 Auburn Auto	44 1/2	44 1/2	44 1/2
1,045 Cont. Motors	13 1/2	13 1/2	13 1/2
1,220 Studeb. 1st pf.	23 1/2	23 1/2	23 1/2
1,900 Yellow T. & C.	34 1/2	33 1/2	33 1/2
800 Yellow T. & C. pf.	94	92	93 1/2
2,800 Yellow Taxi	49 1/2	48	49
DETROIT			
625 Cont. Motor	13 1/2	13 1/2	13 1/2
(The above table shows Tuesday's stock movement, complete.)			

## Current Commodity Prices

STEEL PRODUCTS	RUBBER MARKET
Billets, rolling	

## FALL DROPS IN TIRE SALES NOT SERIOUS

### Dealer Survey Shows Business Holding Up Well

**BUFFALO, N. Y., Oct. 21.** —Tire manufacturers in the Buffalo district are agreeably surprised at the steady volume of business which is coming this fall.

Normally, at this time of the year, the tire manufacturer expects a decrease in sales and this year it was expected that the slackening would be more than usually severe because of the heavy anticipatory buying done by dealers last spring on the rising market.

The demand for balloons is increasing all the time, even with manufacturers who do not make original equipment. At the rate that balloon replacement business is coming in at the present time some manufacturers predict that in four or five years at the most 90 per cent. of all pneumatic tire business will be balloons. At the present time the balloon business of most manufacturers is from 30 per cent. upward of their total volume.

The most popular sizes at present, as reported by the Hewitt Rubber Company, are 29x4.40, 30x5.77, 33x6.00 and 31x5.25.

#### EVANSVILLE

**EVANSVILLE, Ind., Oct. 21.** —Despite the fact that the local tire market showed a considerable shrinkage in sales as revealed in leading distributors' reports, most of the larger houses here reported a gain over the preceding week, in a canvass for the week ended October 10. A total of \$28,600 in sales was reported last week, as compared with \$47,400 for the preceding week.

Distributors reporting were Federal, Lee, Goodyear, Fisk, Goodrich, Firestone, General Cord, Kelly-Springfield, Badger and Mansfield. With a total of \$32,500 in tire sales reported for September, this month was generally considered as a gain over the corresponding period of 1924, three distributors reporting sales volume increases of from 28 to 125 per cent.

High pressure pneumatics continue preferred, comprising from 20 to 90 per cent. in total sales. Half the distributors reporting stocks were at normal level, one reported a decrease of from 50 per cent. from last year, while the remaining two showed a decrease of from 10 to 20 per cent. for this time last year. Price conditions are not said to have exerted any marked influence in determining sales volume.

#### LONG BEACH

**Long Beach, Cal., Oct. 21.** —The tire business in this city, as revealed by a survey made by an Automotive Daily News correspondent, is about the same this week as last and for some time past. However, practically all dealers interviewed are optimistic about the immediate future of the retail tire business here.

Compared with a year ago this fall all are holding their own in sales, but several report a drop off in the units sold. Harry Wood reports that he has sold 20 per cent. less this year than last in units and 30 per cent. less in value, while Charles F. Hissen, manager of the Auto Tire Company of California, states that his company has sold less units but has earned more money.

The various dealers report a slight difference in the percentage of balloon tire sales. Some dealers state that balloons represent 2 to 3 per cent. of the total, while another dealer who has been featuring balloons states that he has been selling 10 per cent. of balloons to his customers, which indicates what consistent selling will do for the new line. About 75 per cent. as many tubes as tires are being sold by the Tire

## Vulcanizing Of Rubber to Steel Latest Development

**Akron, O., Oct. 21.** —George W. Perks, former member of the engineering staff at the Goodyear Tire and Rubber Company and now in charge of the Akron branch of the Federal Farm Loan Bureau, has perfected a method of vulcanizing rubber to steel, it is announced.

The first patented application of the process is a safety device to be attached to grinding wheels, designed to prevent their breaking and injuring workmen.

Perks has formed a corporation with 1,500 shares of no-par common stock. He plans to begin manufacturing the articles at once.

The incorporators are Francis Selberling, W. E. Young, Robert Guinther, Eileen Adams and Regina Brannon.

Perks has patents pending for various other devices involving the use of his process.

## Tire Notes

#### FACTORY MAY START

**Huntington Beach, Cal., Oct. 21.** —The board of directors of the Rubber Products Company is scheduled to meet next week, and it is understood that following this meeting the local factory may begin operations. According to F. H. Yetman, president of the company, the board meeting is being held up until General Superintendent E. L. Climes arrives from the East.

#### BUILDING COST \$50,000

**Fort Worth, Tex., Oct. 21 (U. T. P. S.).** —The Quick Tire Service, Inc., has occupied its new home at West 7th and Macon Streets. The building, erected at a cost of \$50,000, is designed specifically for a tire sales and service institution. A. M. Richardson is general manager of the Fort Worth plant.

#### FACTORY IS VISITED

**Evansville, Ind., Oct. 21.** —Fred Kixmiller, manager of the Kixmiller Tire Company, Firestone distributor, has returned from a visit to the Firestone tire plant at Akron, O., where indications of a good fall and winter market are evidenced in the 24-hour day production schedule in effect.

#### RETREADING PLANT

**San Pedro, Cal., Oct. 21.** —W. H. Pettit, operator of Pettit's Service Station, has opened a complete and well equipped tire retreading plant in the harbor district and for the first time is offering balloon tire retreading in San Pedro.

#### PORTER GOES TO FIRESTONE

**Quincy, Ill., Oct. 20.** —J. Irvin Porter, for several years manager of the Jenks Motor Sales Company here, distributor of the Paige and Jewett lines, has resigned to become assistant general manager of the Firestone Tire Company of the St. Louis district. Mr. Porter was formerly a distributor of cars at Monmouth, Ill. His successor with the Jenks Company is Enos Hoover, formerly with the Bowman Motor Company, and also the Quincy-Cadillac Company.

Company of California, Inc., while Harry Wood reports selling tubes for tire. The 20 by 3 1/2 and 32 by 4 tires continue as best sellers.

Practically none of the dealers are carrying heavier stocks this year than last. In some cases they are materially reducing the stocks, the tendency on the Coast being to get more stock turn-overs than dealers were satisfied with a few years ago.

"The price situation is causing tire buyers to shop around more than they have been doing heretofore," said Harry Wood, voicing the opinion of most of the dealers. He diverged from the general opinion only in regard to the prospects for fall business, which he thinks will be none too good.

## MURRAY RUBBER CO. NOW AT CAPACITY PRODUCTION

**Trenton, N. J., Oct. 21.** —The Murray Rubber Company is the busiest plant of its kind in this city and is unable to fill orders for tires and tubes by operating three shifts daily. Business began to increase in August and the company is now producing at capacity. The concern expects to operate on that schedule all winter. The Murray Rubber Company and the Empire Tire and Rubber Company are also operating to capacity in turning out automotive products. The Ajax Rubber Company is running normally on tires and tubes.

## TIRE BRANCH MANAGERS OF CAL. AT OHIO MEET

**Oakland, Cal., Oct. 21.** —W. G. Hennenhofer, branch manager for the Mason Tire and Rubber Company here, has left for the Mason factory at Kent, O., accompanied by C. Wolford, Pacific Coast manager, and A. B. Chapman, San Francisco branch manager, to attend a sales conference.

## Concord Dealers For Spring Dating

**Concord, N. H., Oct. 21.** —Tire dealers of Concord seem to be almost unanimous in their opposition to the plan of abolishing spring dating. With but one or two exceptions the dealers see no single advantage to them in the new system outlined by the manufacturers.

Forest L. Band of McNally & Band, the largest tire firm in the city, emphatically declared: "I am certainly opposed to the abolishment of the spring dating idea. I know I shall order less when there is no chance of deferred payments. It will be our policy here to play close to the board and keep just enough in stock to cover our needs."

Other dealers make similar statements. It will mean, they point out, that sales will be anything but uniform and consequently the orders they send to the manufacturers will be less uniform in volume.

Several dealers said that they have heretofore conducted special sales during the late winter in order to stimulate buying and also to acquaint buyers with their line

## LONDON RUBBER EXCHANGE RISES IN GENERAL FLURRY

**London, Oct. 21. (U. T. P. S.).** —Curiously enough, though there is no great demand for rubber from manufacturers, prices rise in the London rubber market. On the Stock Exchange there is a vast amount of dealing in rubber shares and all kinds of people are selling out their holdings in other industrial counters and indulging in a flutter in rubber. Stock brokers are working overtime and there is quite a boom on a small scale. This feverish activity of the speculative element seems to have a powerful influence on the raw commodity market. Though the demand has slackened, the bulls are pushing rubber up. October has commenced with a price of 3s. 7d. for spot, and November-December delivery is only 4 pence lower.

of supplies and the service they can give. Under the new plan they felt that it would be unwise to try any sales schemes.

Some fear that even with careful planning they will not be always sufficiently stocked up. It is too difficult to estimate just what the demand will be.

# Thousands of Men in Every Branch of the Industry Enthusiastically Endorse the Automotive Daily News

**C**HAT the Automotive Daily News is meeting and filling a great need in the industry is proven conclusively. Men in every division of the whole automotive field have adopted it as their own daily trade paper. And the Automotive Daily News will be ever loyal to these first faiths—worthy of the great industry it serves.

### Current List Prices New Car Registrations Sales Helps—Production Schedules

Twice a week the Automotive Daily News will give you revised list prices on all passenger cars. You also get weekly and monthly reports on all New Car Registrations. Also retail sales helps, manufacturers' production schedules—parts, tires, accessory information—in fact everything of interest in the industry will come to you daily in this, your own newspaper.

### You Owe It to Yourself and Your Business to Become a Regular Reader—Now

The automotive industry is progressing faster and changing more rapidly than any other in the whole business field. You as a part of this great industry owe it to yourself and your business to keep abreast of the times. And now you can do it by becoming a regular reader of the Automotive Daily News.

### MAIL YOUR COUPON AT ONCE

#### AUTOMOTIVE DAILY NEWS, 1926 Broadway, New York, N. Y.

Enter my subscription at once for the Automotive Daily News for the period and on the terms I have indicated below.

1 year at \$12.00.  
 6 months at \$6.00.  
 3 months at \$3.00.

I enclose \$....., or I will send \$..... upon receipt of bill.

Name .....

Street .....

City ....., State .....

Connection with industry .....

## CALIF. HIGHWAY USE REGULATED

Fresno, Cal., Oct. 21.—The Supreme Court of California has just handed down a decision to the effect that the railroad commissioners have the right, in the case of vehicles using the highways while operating for gain, to regulate them.

The position taken is that "the right of a citizen to travel upon the highway and transport his property thereon . . . differs radically and obviously from that of one who makes the highway his place of business," etc. They also affirmed that in the case of a citizen using the highways for his personal use, and not for hire, that "the legislative power is that of regulation."

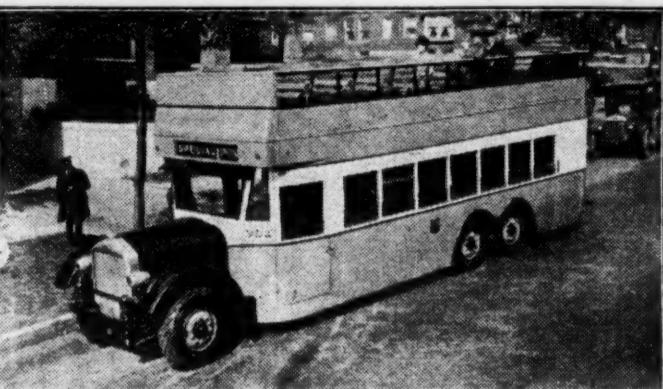
To others using them as a business the state may permit, regulate, and even deny any assumed right to use them. In the citizens it is a vested right, a common right, but when a citizen desires to use the highways for gain, then it becomes a privilege and subject to regulation, the court ruled.

### BOSTON TAXI DRIVERS AGAIN DECLARE STRIKE

Boston, Oct. 21 (U. T. P. S.)—For the second time within a month the 400 cabs of the Checker Taxi Company have been taken off the streets of this city as a result of a strike of the operators. This time the drivers charge that Frank Sawyer, president of the company, failed to live up to the agreement signed with union representatives two weeks ago when the first strike was settled.

The drivers charge that Sawyer has singled out those active in the first strike for discharge after the strike was settled.

ONE OF THE EIGHT NEW SIX-WHEEL Safeway motor coaches put in operation on the streets of Kansas City this week by the Kansas City Railways Company. Each seats sixty-one persons and is said to be the latest design in bus construction with pneumatic tires all around.



### DOUBLE-DECK BUS NOW USED IN K. C.

Kansas City, Oct. 21.—Eight new double-deck buses with a seating capacity of sixty-one persons each were placed in operation here this week by the Kansas City Railways Company, Senator Francis M. Wilson, co-receiver of the company, announces.

The buses were designed by F. G. Buffe, general manager of the street railways company; D. F. Fennell, superintendent of transportation, and R. W. Bailey, superintendent of power and equipment. A 6-cylinder Continental Red Seal motor is used in a specially designed chassis. The chassis and body were built by the Safeway Coach Company, St. Louis, and is

known as the Six-Wheel Safeway coach.

One of the novel features of the new bus is an inside stairway, which guarantees absolute safety to passengers mounting to the top deck: "Fifth Avenue in New York has nothing like this," Senator Wilson said in making his announcement. "They still are using the old outside circular stairways. Our buses are equipped with six pneumatic rubber tires. I believe our buses are at least two years ahead of the times."

Safety devices include treadle steps at the rear, which open and close automatically and the "dead man" control of the steering wheel which causes the car to come to a complete stop when the driver's hand is released from the steering wheel.

Keep abreast of merchandising times.

## Heavier and Safer Buses Being Made

Philadelphia, Oct. 21.—Probably the most significant development in motorbus construction as shown by the 1925 American Electric Railway convention, from the standpoint of both the manufacturer and the user of motorbuses, was the unmistakable tendency toward the production of sturdier, and therefore heavier, vehicles. This was the observation made by C. M. McCreery, vice-president of the Six Wheel Company, here.

"A check-up in the weights of the standard models exhibited shows that practically every manufacturer has added several hundred pounds to the weight of his various jobs," McCreery continues. "While it is desirable to provide motorbuses which will give the greatest possible mileage per gallon of gasoline, nevertheless the paramount consideration must always be the comfort and safety of passengers and maximum endurance for the rolling stock."

"Our engineers determined that six-wheel construction, with four oscillating rear wheels, would enable us to handle the weight question economically, both from our own standpoint and that of the operator. And in this connection it was interesting to find that at the convention several well known body builders exhibited heavier and sturdier bodies mounted on six-wheel chassis."

"There was another development as shown by the bus exhibits at this convention which gives evidence that the riding public is beginning to exert a greater influence in body construction. This was the unmistakable trend toward luxurious interior accommodations and fittings."

## TEXAS COMMISSION ACTS ON CARRIERS

Austin, Tex., Oct. 21.—The Texas Railroad Commission held its first conference this week at Fort Worth with all operators of motor freight lines in the state, preparatory to publishing rates and taking jurisdiction of motor express rates under the ruling of Attorney General Dan Moody that such lines are common carriers.

All members of the rail board attended the conference, and many of the owners of motor freight and express lines were present.

The commission has announced it will formulate procedure and make plans to get the statewide rates into effect "with the least possible disturbance of the business; and is co-operating with the operators to get schedules and present tariffs submitted as a basis for preparing routes, time-tables and rate sheets."

### TWO PROMINENT SEATTLE TRUCK MEN PROMOTED

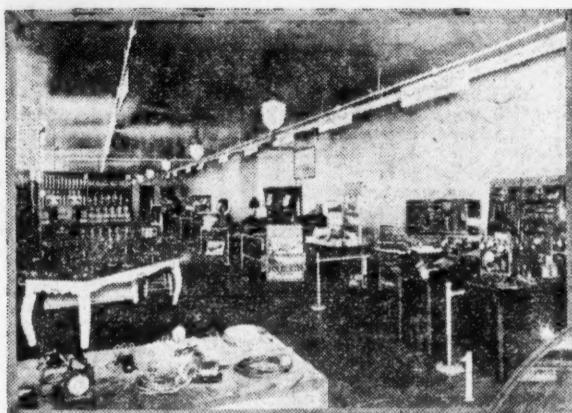
Seattle, Wash., Oct. 21.—Two Seattle men have received recognition for their records in the truck field, according to C. W. Cornell, district manager at Seattle, for the White company.

P. E. Letsinger, who for the past four years has been in the Seattle branch of the White company, has been appointed district manager of the San Francisco district of the company. Vice-President G. A. Urquhart, in making the change in San Francisco, announced the opening of the Los Angeles factory branch, with J. L. Sydnor as district manager.

## CURRENT PRICES OF PASSENGER CAR MODELS

<b>AJAX—6-cyl. 108 W. B.</b>	<b>DAVIS—6-cyl. Model 90. 115 W. B.</b>	<b>JORDAN—8-cyl. 125½ W. B.</b>	<b>NASH—6-cyl. Advanced. 121 W. B.</b>	<b>ROAMER—6-cyl. Model 8.</b>
5 Touring ..... \$365/5 Sedan ..... 1,995	5 Phaeton ..... \$1,395/5 Sedan ..... \$1,595	5 Touring ..... 2,275/5 Sedan ..... \$2,675	5 Touring ..... \$1,375/5 Sedan ..... \$1,455	4 Sport Tour. \$1,250/5 Coupe ..... 1,250
4 APPERSON—6-cyl. 120 W. B.	4 Touring ..... \$1,575/5 Sedan ..... \$2,100	4 Roadster ..... 1,495/5 Berline ..... 1,795	2 Roadster ..... 1,375/5	2 Busi. Coupe. 1,295/5 Sedan De L. 1,295
5 Touring ..... \$1,575/5 Sedan ..... \$2,100	5 Phaeton ..... 1,695/5 Sedan ..... \$1,895	5 Brougham ..... 2,675/7 Sedan ..... 2,925	4 ROAMER—4-75-E. Duesenberg Mod.	
4 Coupe ..... 2,050/6 Brougham ..... 1,050	4 Roadster ..... 1,795/5 Imp. Sedan. 2,095		4 Tourer ..... \$2,935/2 Special Speed. 2,935	
4 APPERSON—Straight 8-cyl. 130 W. B.	5 Phaeton ..... \$1,995/5 Brougham ..... 2,450		4 Sport ..... 3,285	
5 Touring ..... \$1,995/5 Brougham ..... 2,450	4 Coupe ..... 2,450/6 Sedan ..... 2,595			
4 Coupe ..... 2,450/6 Sedan ..... 2,595				
<b>AUBURN—6-cyl. Model 66. 120 W. B.</b>	<b>DIANA—8-cyl. 125½ W. B.</b>	<b>KISSEL—6-cyl. Model 55. 121 W. B.</b>	<b>OAKLAND—6-cyl. 113 W. B.</b>	<b>ROLLIN—4-cyl. 112 W. B.</b>
6 Touring ..... \$1,395/5 Sedan ..... \$1,999	5 Phaeton ..... \$1,895/5 Cabriolet ..... \$2,095	5 Phaeton ..... \$1,585/4 Coupe ..... \$2,085	2 Roadster ..... \$975/3 Coupe ..... \$1,125	5 Phaeton ..... \$1,155/5 Brougham ..... 1,155
6 Roadster ..... 1,495/5 Brougham ..... 1,595	2 Roadster ..... 1,995/5 Brougham ..... 2,095	7 Touring ..... 1,685/5 Broug. Sedan. 1,995	5 Touring ..... 1,225/5 Sedan ..... 1,395	3 Coupe ..... 1,225/5 Sedan
6 Sedan ..... 1,845/5 Sedan ..... 1,795	2 Spec. R'dstar ..... 1,995/5 Spec. Sed. A. 1,280	2 Speedster ..... 1,795/2 Enc. Speed. 2,085	5 Roadster ..... 1,095/5 Land. Sedan. 1,295	
5 COUGAR—8-cyl. 129 W. B.	2 Spec. R'dstar ..... 1,995/5 Spec. Sed. A. 1,280	5 Brougham ..... 1,695/4 Enc. Speed. 2,186	5 Coach ..... 1,095/5 Land. Sedan. 1,295	
5 Roadster ..... 1,975/5 Sedan ..... \$2,350	2 Spec. Cpe B. 1,060/5 Spec. Coach. 1,135	4 Speedster ..... 1,895/5 Victoria ..... 2,185	4 Tourster ..... 1,795/1	
6 Touring ..... 1,995/5 W. Sedan ..... 2,400	5 Touring ..... \$1,995/5 Sedan ..... 2,550			
5 Brougham ..... 2,260/7 Sedan ..... 2,550	4 Coupe ..... 1,995/5 Sedan ..... 2,095			
5 COUGAR—6-cyl. Standard Six. 114½ W. B.	5 Sedan ..... 1,995/5 De L. Sedan. 2,195			
5 Touring ..... \$1,150/5 Sedan ..... 1,295	5 Sedan ..... 1,995/5 De L. Sedan. 2,195			
5 Roadster ..... 1,495/5 Brougham ..... 1,595	5 Coach ..... 1,995/5 Sedan ..... 2,195			
5 COUGAR—6-cyl. 120 W. B.	5 COUGAR—6-cyl. 120 W. B.			
5 Sedan ..... 1,995/5 Sedan ..... 1,495	5 Touring ..... \$1,095/5 Sedan ..... 1,295			
5 COUGAR—6-cyl. 128 W. B.	5 Sedan ..... 1,095/5 Sedan ..... 1,295			
4 Roadster ..... \$1,250/5 Coach ..... \$1,395	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... 1,295/5 Sedan ..... 1,495	5 Touring ..... \$1,295/5 Sedan ..... 1,395			
5 COUGAR—6-cyl. 128 W. B.	5 COUGAR—6-cyl. 128 W. B.			
4 Roadster ..... \$1,495/5 Sedan ..... \$1,995	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... 1,525/5 Brougham ..... 1,925	5 COUGAR—6-cyl. 128 W. B.			
4 Coupe ..... 1,795/5 C. Club ..... 1,765	5 COUGAR—6-cyl. 128 W. B.			
5 CADILLAC—Standard. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Brougham ..... \$2,995/5 Sedan ..... \$3,195	5 COUGAR—6-cyl. 128 W. B.			
4 Victoria ..... 3,095/5 Sedan ..... 3,295	5 COUGAR—6-cyl. 128 W. B.			
2 Coupe ..... 3,045/5 Imperial ..... 3,435	5 COUGAR—6-cyl. 128 W. B.			
5 COUGAR—6-cyl. Custom. 138 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Phaeton ..... \$3,250/5 Suburban ..... \$4,285	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... 3,250/5 Sedan ..... 4,485	5 COUGAR—6-cyl. 128 W. B.			
5 COUGAR—6-cyl. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Sedan ..... 3,250/5 Sedan ..... 4,150	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL X. 122 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,150/5 Victoria ..... \$2,290	5 COUGAR—6-cyl. 128 W. B.			
5 Roadster ..... 1,570/5 Sedan ..... 2,385	5 COUGAR—6-cyl. 128 W. B.			
5 Sedan ..... 2,290	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL J. I. C. 122 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,185/5 Victoria ..... \$2,480	5 COUGAR—6-cyl. 128 W. B.			
5 Roadster ..... 1,840/5 Sedan ..... 2,590	5 COUGAR—6-cyl. 128 W. B.			
5 Sport ..... 2,160/5 Brougham ..... 2,590	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL Y. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$2,225/7 Sedan ..... \$2,975	5 COUGAR—6-cyl. 128 W. B.			
5 CHANDLER—123 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,495/4 Roadster ..... \$1,785	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... 1,585/5 Sedan ..... 1,490	5 COUGAR—6-cyl. 128 W. B.			
5 Broughm. ..... 1,695/5 Sed. De L. 1,785	5 COUGAR—6-cyl. 128 W. B.			
2 Roadster ..... 1,695/5 Sedan ..... 1,895	5 COUGAR—6-cyl. 128 W. B.			
5 CADILLAC—Standard. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Phaeton ..... \$3,250/5 Suburban ..... \$4,285	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... 3,250/5 Imperial ..... 4,485	5 COUGAR—6-cyl. 128 W. B.			
5 COUGAR—6-cyl. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Sedan ..... 3,250/5 Sedan ..... 4,150	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL X. 122 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,150/5 Victoria ..... \$2,290	5 COUGAR—6-cyl. 128 W. B.			
5 Roadster ..... 1,570/5 Sedan ..... 2,385	5 COUGAR—6-cyl. 128 W. B.			
5 Sedan ..... 2,290	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL J. I. C. 122 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,185/5 Victoria ..... \$2,480	5 COUGAR—6-cyl. 128 W. B.			
5 Roadster ..... 1,840/5 Sedan ..... 2,590	5 COUGAR—6-cyl. 128 W. B.			
5 Sport ..... 2,160/5 Brougham ..... 2,590	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL Y. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$2,225/7 Sedan ..... \$2,975	5 COUGAR—6-cyl. 128 W. B.			
5 CHANDLER—123 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,495/4 Roadster ..... \$1,785	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... 1,585/5 Sedan ..... 1,490	5 COUGAR—6-cyl. 128 W. B.			
5 Broughm. ..... 1,695/5 Sed. De L. 1,785	5 COUGAR—6-cyl. 128 W. B.			
2 Roadster ..... 1,695/5 Sedan ..... 1,895	5 COUGAR—6-cyl. 128 W. B.			
5 CADILLAC—Standard. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Phaeton ..... \$3,250/5 Suburban ..... \$4,285	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... 3,250/5 Imperial ..... 4,485	5 COUGAR—6-cyl. 128 W. B.			
5 COUGAR—6-cyl. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Sedan ..... 3,250/5 Sedan ..... 4,150	5 COUGAR—6-cyl. 128 W. B.			
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5 Touring ..... \$1,150/5 Victoria ..... \$2,290	5 COUGAR—6-cyl. 128 W. B.			
5 Roadster ..... 1,570/5 Sedan ..... 2,385	5 COUGAR—6-cyl. 128 W. B.			
5 Sedan ..... 2,290	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL J. I. C. 122 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,185/5 Victoria ..... \$2,480	5 COUGAR—6-cyl. 128 W. B.			
5 Roadster ..... 1,840/5 Sedan ..... 2,590	5 COUGAR—6-cyl. 128 W. B.			
5 Sport ..... 2,160/5 Brougham ..... 2,590	5 COUGAR—6-cyl. 128 W. B.			
5 CASE—MODEL Y. 132 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$2,225/7 Sedan ..... \$2,975	5 COUGAR—6-cyl. 128 W. B.			
5 CHANDLER—123 W. B.	5 COUGAR—6-cyl. 128 W. B.			
5 Touring ..... \$1,495/4 Roadster ..... \$1,785	5 COUGAR—6-cyl			

# Permanent Exhibit Is Now Maintained by Equipment Makers



## Automotive Mart Is Established in Chicago

MANUFACTURERS of accessories and shop equipment have created a new agency for the promotion of business in these lines by the establishment in Chicago of a permanent exhibit of their products. It is called the Automotive Equipment Mart and is conducted under the auspices of the Automotive Manufacturers' Association. The display and salesroom is located at 315 South Michigan Ave.

This innovation was launched during the summer and is just now begun to indicate its real usefulness. What will its existence in the industry mean?

To merchants dealing in car and shop equipment it will prove a welcome boon. Here, in this central market, they can inspect under one roof the products of representative makers of nearly every type of item for automotive use made in this country. Buying, then, should be greatly simplified since the merchant can make his purchases by taking one trip and visiting one place, instead of journeying to plants scattered over the country or waiting for the arrival of salesmen, who rarely can show actual samples of their complete lines.

### More Direct Marketing

To manufacturers it should mean a reduction of selling costs and a simplification of selling methods. While business habits of a large number of men cannot be expected to change in a few months, it seems reasonable to suppose that as time goes on the manufacturers will do an increasingly large proportion of their selling through the mart. As this trend develops, the need for taking the product to the merchant through the medium of salesmen, will grow correspondingly less. The merchant will be his own salesman and will go to the product at the mart. Important savings in the cost of marketing should result.

From the standpoint of the business as a whole, this direct marketing should enable equipment to be sold at lower figures with a consequent enlarging of the potential market and gain in volume and profits all around. Another factor of direct significance to the manufacturer and which should indirectly benefit merchants, too, is the helpfulness of the exhibit to overseas business. Foreign buyers, who can rarely time their visits to coincide with the annual shows, will find ready to hand, whenever they arrive, a show that is always being held.

This agency will greatly facilitate their work in a strange land. By proceeding at once to the mart, they can examine a multitude of products at their convenience and save hunting up the individual plants. Nor are they likely to overlook anything when all is spread before them for observation.

### Helps Foreign Buyers

That foreign buyers appreciate the service rendered them by the mart is attested by letters which have already been received from overseas emissaries who have visited

More export buying seems certain to result, and American makers and sellers to benefit from the increased business.

At the mart, each manufacturer who becomes a member of the Automotive Manufacturers' Association has a section in which his products are displayed every day in the year. Electric outlets and facilities for making mechanical and electrical demonstrations are provided.

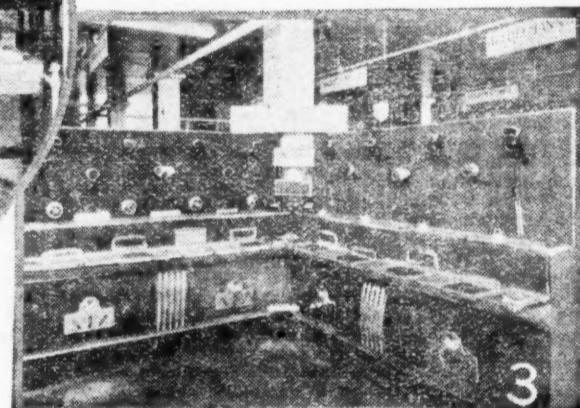


Each manufacturer has the privilege of making changes in his display as often as he cares to do so. His new products can be shown as soon as they are brought out.

Competent salesmen and attendants are employed to meet buyers and assist them in selecting lines, and to maintain the mart in good condition. The sample room is kept clean and inviting and the displays are maintained in an attractive, orderly manner.

Special rooms have been provided from which buyers can operate just as they would from their own offices. The mart serves buyers as headquarters with stenographic, telephone and messenger service, and the help of the corps of attendants. They can transact all their business right from the mart's offices.

The same conveniences are offered manufacturers. They may arrange to meet their buyers at the mart, singly or in groups. They may hold salesmen's conferences in the rooms provided instead of having their men travel



Views of the new Automotive Equipment Mart in Chicago: 1. Looking down one of the aisles. 2. The booth of the Vesta Battery Corporation. 3. Exhibit of the line of the American Automatic Devices Company.

long distances to the factory. Representatives of members are privileged to use all of the facilities presented.

Chicago was chosen as the location for the mart because of its strategic position. Over half of the population of the United States resides within a radius of 500 miles from Chicago. In this area some 90 per cent. of the manufacturing of automotive equipment is done; 100,000 miles of railroads center in Chicago.

The mart is located in the heart of Chicago's automotive sales district and is easily reached from all hotels and railway stations. Both buyers and sellers will find the mart a convenient headquarters.

Many favorable reactions from buyers in this country as well as abroad have been received already. Indications point to a successful career for the first permanent equipment exhibit.

### Officers and Directors

The Automotive Manufacturers' Association, its sponsor, is officered by G. F. Disher, Gemco Manufacturing Company, Milwaukee, president; E. E. Warfield, Gill Manufacturing Company, Chicago, first vice-president; C. D. Pettingell, Apex Manufacturing Company, Providence, R. I., second vice-president and W. E. Green, secretary and treasurer.

Directors are: G. F. Disher, chairman; J. A. Anderson, Stone Manufacturing Company, Chicago; Smalley Daniels, New Era Spring & Specialty Company, Grand Rapids; E. H. Heller, Hill Pump Valve Company, Chicago; O. Q. Hinds, Grigsby-Grunow-Hinds Company, Chicago; A. C. Johnson, Apex Electric Manufacturing Company, Chicago; B. J. Koral, E. Edelmann & Co., Chicago; Franklin Mayo, Lincoln Products Company, Chicago; Frank Parizak, Illinois Brass Manufacturing Company, Chicago; N. A. Petry, N. A. Petry Company, Philadelphia; C. C. Sechrist, Victor Manufacturing and Gasket Company, Chicago; John Shuford, Medler Shuford Company, St. Louis, and Harry G. Sarks, Sparks-Withington Company, Jackson, Mich.

**MERCHANTS** selling accessories and shop equipment will be aided by the establishment in Chicago of the Automotive Equipment Mart under the auspices of the Automotive Manufacturers' Association. Here under one roof are maintained displays of the products made by member-manufacturers so that buyers can visit the Mart any day in the year and make their selections. One trip to this central show place will accomplish as much as scores of journeys to the individual plants.

This article gives essential details about the innovation and outlines its purposes and facilities.

### Repair Specials Offered

Weekly repair specials at cut prices have been announced by Donald Danenhower, Ford dealer, Camden, N. J., as a stimulus to fall repair business. The first announcement featured installation of bands and grinding of valves at \$2.50 for each job. Free inspection of spark plugs, wiring, carburetor, battery, gas line and fan belt was also included in the offer.

# Personal Paragraphs

**Fort Smith, Ark.**, Oct. 21 (U. T. P. S.)—Jim Matlock of Van Buren, Ark., is now associated with the Sutton Chevrolet Company as sales manager. Fred Barry, with the Sutton company, has moved from Tulsa, Okla., to his new home at 2017 North K St.

**Chicago**, Oct. 21.—A. M. Scheunemann of the Scheunemann Motor Sales, Logan Square Auburn and Stutz dealer, is spending a month's vacation in Florida with Mrs. Scheunemann. He has a pecan orchard near Monticello, Fla.

**Pittsburgh**, Oct. 21.—H. D. Eierman has been made vice-president of the Steel City Automobile Company, representative in Pittsburgh for the Peerless car. He will also continue as sales manager, which position he held prior to his election.

**St. Louis**, Oct. 21 (U. T. P. S.)—F. W. A. Vesper, president of the Vesper-Bullock Auto Company, on a return from a quick automobile trip to Fredericktown last week, expressed the opinion that good roads in Missouri will produce in a short time such far-reaching effects that even the most optimistic supporter of hard road-building will find his expectations surpassed.

**St. Paul, Minn.**, Oct. 21.—W. Gordon Garrow, former salesman for the McDonald Chevrolet Company, has rejoined that company's sales force after an absence of about six months.

**Waterville, Me.**, Oct. 21.—Can-

## IMPROVEMENTS

**Bismarck, N. D.**, Oct. 21.—The Copelin Motor Company, Ford dealer here, will move into its new home at Broadway and 6th Street about November 15. The new building will have 26,000 square feet of floor space. An up-to-date filling station, adjoining the garage, will also be ready for occupancy at that time. The estimated cost of the two buildings is \$60,000.

**Rochester, N. Y.**, Oct. 21.—"Those Smith Boys," used car dealers, have erected a two-story building in Pitkin Street opposite their present location. In the new building they have installed an Alemite service, with a former Alemite factory man in charge.

**Milford, Mass.**, Oct. 21.—The Milford Auto Exchange, L. R. Sherman, proprietor, has taken possession of its new quarters at 123 Central St.

## DEALER DOINGS

**St. Paul, Minn.**, Oct. 21.—M. J. Owens, formerly manager of the truck department of the L. W. Jordan Company, St. Paul Dodge dealers, has purchased the Moberg Auto Company of Bemidji, Minn. He is incorporating under the name of M. J. Owens, Inc., and has secured the sales franchise for the Bemidji district. He will be president and act as manager of the new company.

**Lawrence, Mass.**, Oct. 21 (U. T. P. S.)—Herrick Aiken, owner of the large new A. B. Garage at Auburn and Pine Streets, has been appointed representative for the Locomobile Junior 8. The garage maintains a 24-hour gas and repair service.

**Santa Barbara, Cal.**, Oct. 21.—The Durant Motors of California has signed a five-year lease on a building at Estado and Montecito Streets, effective when remodeling is completed. The lease was taken to accommodate the business of Walter Higbee, local dealer.

nonball Baker, chief test pilot for the Rickenbacker Motor Company, stopped here at the garage of Lightbody Brothers, en route to Quebec for a short vacation.

**Brigham City, Utah**, Oct. 21.—Joseph H. Welling of this city, who has been engaged in the automobile business for the past few years, is dead at the age of 55 years.

**Hartford, Conn.**, Oct. 21.—Victor R. Skoglund of the service department of the Hartford Packard branch, has been appointed branch manager of the company at Jersey City.

**Scarsy, Ark.**, Oct. 21.—Fred Hook, a member of the firm of the Hook Chevrolet Company, died recently in Pleasant Plains, Ark. Dr. J. A. Hook was associated with him in this business, which was only recently established here.

**Newark, N. J.**, Oct. 21.—John J. Bergen, president, and Fred H. Miller, manager, of the Newark Flint Company, are taking a well earned rest after their somewhat strenuous work of bringing to a successful conclusion the recent 100-hour Flint endurance run.

**Columbus, O.**, Oct. 21.—Robert H. Clark, sales manager of the Moyer Oldsmobile Company, has married Miss Leona L. Davis.

**Chicago**, Oct. 21.—Clyde G. Longnecker has been appointed retail sales manager of the Wills-Sainte Claire Company of Illinois. He succeeds J. G. Shepherd, who has been promoted to the position of wholesale manager.

**Columbus, O.**, Oct. 21.—The Fuller Automobile Company, dealer in Hupmobiles, formally opened its new storerooms at 262 South 3d St. this week. Both the eight-cylinder and the new six-cylinder models were displayed.

**Tacoma, Wash.**, Oct. 21 (U. T. P. S.)—Construction of a \$50,000 two-story building has been begun at North 1st and Division Avenues, an outlying business center, for occupancy by the Allen Motor Company, Hudson, Essex and Cadillac distributor, which has taken a long-time lease on the building. Decision of the company to lease the building was largely determined by the fact that 600 automobiles pass the triangular site daily.

**Santa Barbara, Cal.**, Oct. 21.—The Bliss Motor Company, local Chevrolet dealer, has moved from 330 Estado to 428 Estado.

## Out on the Coast

By John C. Wetmore

**Los Angeles**, Oct. 21.—Analysis of figures made public by the Bureau of Public Roads of the United

States of registrations of motor cars and gasoline taxes paid during the first half of 1925 reveals the fact that the seven states of the Pacific region furnished 11.5 per cent. of the total registrations, and yet paid 19 per cent. of the gasoline taxes.

The figures for the seven Pacific states were:

	Registrations	Gas tax paid
Arizona	59,809	\$401,438
California	1,317,825	7,514,667
Idaho	73,500	339,466
Nevada	17,929	100,228
Oregon	179,566	1,380,598
Utah	76,410	429,363
Washington	293,689	1,445,786
Total	2,018,638	\$11,611,546
Total for U. S.	17,716,709	\$60,108,784

It will be seen from these figures that the Pacific region paid \$5.20 per car registered. It is to be noted that Arizona and Oregon pays a 3 cent per gallon tax and Utah 3 1/2 cents, the other five paying 2 cents. Incidentally, on July 1 the Nevada tax was raised to 4 cents per gallon which, of course, does not affect the first half year figures or average tax per car.

Were it not for the fact that Illinois, Massachusetts, New Jersey and New York pay their taxes in other forms than on gasoline the average gas tax paid per car would be \$3.11. Deducting, however, 3,779,496 registrations in these four states would leave 13,937,213 registered motor cars paying a gasoline tax of \$4.31 per car.

Of the "big four" California paid \$5.70; Ohio, \$1.94; and Pennsylvania, \$3.80 per car for the first half of this year. In a word it seems to have been a matter of "mileage" and "mileage" seems to be a matter of climate. Wonderful climate or wonderful motor car driving enthusiasm. Perhaps both. Figures, you know, don't lie.

It must be borne in mind that with a 2 cent per gallon tax prevailing in almost all the states it means the use of 50 gallons per dollar of tax—an average of 205 gallons per car in the United States, 260 in the Pacific region and 285 in California in the first half of the year.

The average gain in registrations in the entire country in the first six months of 1925 was 13.9 per cent. Pacific region registrations for this period being unavailable to me at this writing perhaps the following comparison with the total for all of 1924 will do pretty nearly as well for visualizing the growth in motor car buying in the Far West this year.

	Half of 1925	All of 1924
Arizona	59,809	57,828
California	1,317,825	1,319,394
Idaho	73,500	69,227
Nevada	17,929	18,118
Oregon	179,566	192,615
Utah	76,410	63,316
Washington	293,689	295,443
Total	2,018,638	2,020,941

It will be seen from these figures that the Pacific region registered in the first six months of this year within 2,303 motor vehicles of its total for 1924 and that three of its states—Arizona, Idaho and Utah—actually exceed their total for all of last year.

### L. B. DUDLEY JOINS CAMPBELL-EWALD CO.

Special from A. D. N. Detroit Bureau  
**Detroit**, Oct. 21.—H. T. Ewald, president of Campbell-Ewald Company, announces the addition of Lynn B. Dudley to the staff of the company's home office at Detroit. Mr. Dudley is a former Campbell-Ewald man, who first joined the organization ten years ago. He left it to become advertising manager of the Federal Motor Truck Company. He was secretary of the Campbell-Trump Company for two years and about a year ago he associated himself with the Michigan Electrotype Company.

# Classified Advertising

## CLASSIFIED RATES

5¢ a word (per daily insertion)  
If 6 consecutive insertions are used, the 6th insertion is free.  
If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

## BUSINESS OPPORTUNITIES

HERE'S an idea for some live service station—Why not hook up with a "wide awake" partner with capital, and run a chain of dealer and service stations? A classified ad will help you find the right kind of partner.

THE ADVERTISEMENT below contains 50 words, and at 5¢ a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$18.50.  
12 insertions, the 11th and 12th insertions being free, will cost \$36.

EXPERIENCED automotive electrician wants form active silent partnership with live car dealer, tire dealer or gas stationman; will go anywhere; have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. —, Automotive Daily News.

## BUSINESS OPPORTUNITIES

OWNER, RETIRING, will sell automobile service station and accessory business; business is established 15 years and doing about \$75,000 annually, yielding substantial net profit; inquiries invited from responsible individuals who know the business and can manage capable; \$10,000 to \$15,000 cash required. Box 45, Automotive Daily News.

## HELP WANTED

AUTOMOBILE SALESMEN—One of the largest Chevrolet dealers in New York city requires the service of several young men to fill vacancies in their retail sales department; retail sales experience essential, not necessarily automobile; clean cut, ambitious men with unquestionable references only need apply; salary, commission and bonus when qualified. Apply Bates Chevrolet Company, Mott Ave. and 140th St., Bronx.

SALESMAN to sell automobile accessories to car agents; only men with experience apply; liberal drawing account against commission. Box No. 46, Automotive Daily News.

## INCORPORATIONS

**Boston**, Oct. 21.—The following firms have been granted incorporation by the secretary of state of Massachusetts:

Washburn-Stevens Co., Newton, \$50,000; automobiles, air and sea planes; Andrew Washburn, Brookline; Harry E. Stevens, Boston, and Stephen H. Roberts, Newton.

The Batchelder Corporation, Boston, \$100,000; garages; Simon S. Duffin, David W. Murray and Helen Carty, all of Barristers Hall, Boston.

Metropolitan Auto Body Shop, Inc., Cambridge, \$25,000; automobiles; Eric W. Johnson, Evan M. Johnson, both of Waltham, and George J. Beehner of Cambridge.

Big Four Gasoline and Oil Company, Inc., Boston, \$25,000; Charles E. Smith, president and treasurer, 1607 Commonwealth Ave., Brighton.

Tremont-Broadway Garage, Inc., Boston, \$15,000; president, Alfred Harris; treasurer, Daniel Harris.

41 Wales St., Dorchester, and Abram Alexander.

Lynch Motor Company, Inc., Salem, \$10,000; president, F. Arthur Lynch; treasurer, William F. Barry, 5 1/2 Buffam St., Salem, and Edith C. Lynch.

James A. Marr Company, Malden, \$20,000; dealers in motor vehicles, motors and similar lines; James A. Marr, 1121 Fellsway, Malden, president and treasurer.

Shawsheen Garage, Inc., Dover, \$50,000; president, John J. Kilcourse; treasurer, E. Madeline Collins, 99 Franklin St., Lawrence, and William J. Delaney.

Acme Motor Device Company, North Attleboro, \$150,000; president, Sydney Chappell; treasurer, John Clitheroe, Attleboro, and Elmer S. Cowan.

## DAKOTA COLLECTS \$2,430,400

**Sioux Falls, S. D.**, Oct. 21.—More than \$2,430,400 was paid into the state of South Dakota by automobile owners between January 1 and August 31.

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